

SEARCH ENGINE MARKETING

ALAbabneh MAIN TASKS AND GOALS:

- argumentation of scientific and practical aspects in the field of search marketing and promotion of the organization's website through the website as part of the electronic marketing strategy;
- determining the role of the website in the e-marketing strategy of companies;
- the role of marketing strategy and its influence on the effectiveness of the organization's website are argued;
- conceptualized the main tools of search engine optimization and sales marketing, the main trends of search engine optimization for the organization;
- the role of the content of the website and its elements, which have a relationship and impact on the effectiveness of search engine optimization, is argued.

The obtained results can be practically applied as:

- search marketing study tools of modern organizations;
- understanding the strategy and tactics of the search marketing organization;
- development of a modern website, its search engine optimization and effective management.

CHAPTER 1. WEBSITE MARKETING

CHAPTER 2. SEARCH ENGINE MARKETING

CHAPTER 3. SEARCH ENGINE OPTIMIZATION

CHAPTER 4. SEARCH MARKETING TOOLS

-CHAPTER 5. INTERNAL SEARCH OPTIMIZATION

CHAPTER 6. SITE CONTENT

-CHAPTER 7. TECHNICAL OPTIMIZATION OF SEARCH SYSTEMS

CHAPTER 8. EXTERNAL SEARCH OPTIMIZATION

CHAPTER 9. ARCHIVING THE WEBSITE IN SEARCH ENGINES

-*СНАРТЕК10*. ПРОСУВАННЯ ВЕБ-САЙТУ



1. MARKETING THROUGH WEBSITES

Key characteristics and components of the functionality of a modern website

Convenience and ease of navigation on the website

Timely updating of website content

Consistency of website elements

Logical separation of website content

Website cross browser

Content structure and order

The website address should be easy to remember.

Ease of finding a website on the Internet

Website loading speed



TECHNICAL RATING OF WEBSITES

- 1. Static sites. These are sites that contain a fixed database and can only be easily developed by a professional programmer or someone who has built them from scratch. Even so, the cost of creating these sites is very simple, in addition to that the simplicity of the programming language used to develop them.
- 2. Dynamic sites: sites that can be developed quickly and continuously, because their owner can easily develop them without consulting a specialist. Such constant and rapid development helps a lot to place them on the first pages of various search engines, so they are easily distributed. In addition, their dynamism made it possible to obtain an important advantage ease of communication between the site management and visitors.



Ababaehtructuring the key stages of website design and development

Determining the goals and objectives of the website

Analysis and study of the target audience

Setting technical specifications for developing the website

Prototyping

Creating a designer website layout

Layout

Programming

Filling the resource

Testing

User support





STRUCTURING THE MAIN ELEMENTS OF HTML

Text Format

Colors

Font

Headings

Paragraphs

Lists

Multimedia

Links





ALAbabneh CHARACTERIZATION OF THE KEY ELEMENTS OF THE CODE

starting tag	end tag	Characteristic
html		This is a page type declaration telling the web browser that this page is HTML5.
<"meta cl	narset="utf-8>	This line defines the encoding of the code you used to program the page. UTF-8 is the most common international encoding on the Internet
<html></html>		This is the root element of any HTML page and contains all the rest of the page's code.
<head></head>		This is a tag for information about the page and contains the URL of the website.
<title></td><td></title>	Used to specify the title of a web page.	
<body></body>		This is a tag that applies to all visual elements of a website.



STEPS TO CREATE YOUR FIRST WEB PAGE USING NOTEPAD OR TEXTEDIT:

- 1. First step: open a text editor
- 2. Step Two: Write the HTML code
- 3. Step Three: Save the file
- 4. Step four: View the HTML page in the browser



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2. SEARCH MARKETING

- Search Engine Marketing Concept: This is an online marketing practice used to promote businesses through paid advertisements that appear on search engine results pages. Pay-per-click advertising can be either keyword or display ads. or they can be more interactive with both text and graphics.
- The decision to use an ad type depends on the goals of the campaign and the market in which the business is located. Search engine marketing gives advertisers the ability to create ads and place them in front of their desired customers. These ads can be categorized to ensure that the ad reaches the right consumer. Every marketing process must begin with identifying ideal customers and analyzing product-market fit.



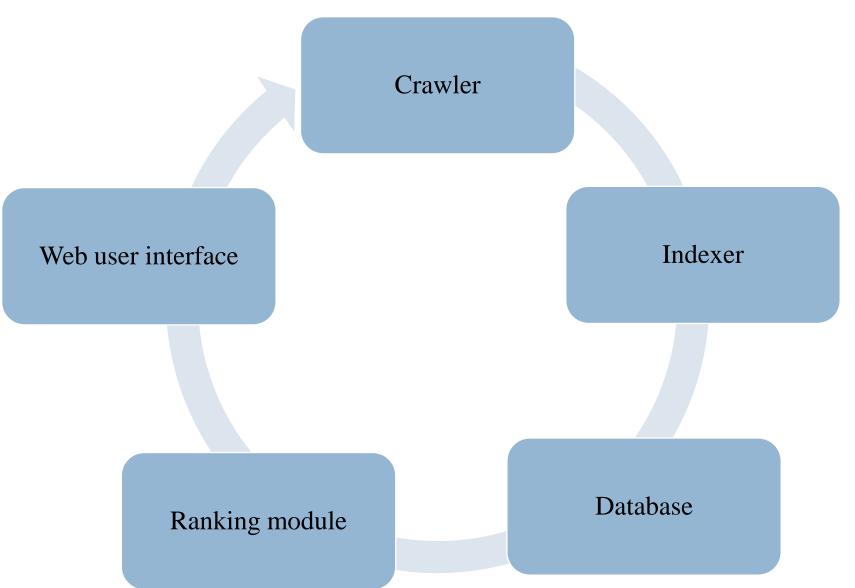
DEVELOPMENT OF SEARCH ENGINE

Stages of development	Phase characteristics
In 1993	Matthew Gray created the first search system called Wandex as we know it today. Wandex's job was to crawl websites and search the titles of indexed pages across the Internet.
In 1994	The WebCrawler search engine, based on Wandex technology, began indexing the full texts of sites and not just the titles, as the developments did not end there.
In 1994	The Yahoo directory service platform was created and is one of the largest platforms contributing to online search, as it consists of a large group of trusted sites.
In 1996	Stanford University students Larry Page and Sergey Brin began studying the features and characteristics of finding information online. They believed that a search engine should analyze and rank sites based on the number of times search terms appeared across web pages. The research led to the development of the link analysis algorithm PageRank, which It became the foundation of Google's platform, helping determine a website's importance in search results.
In 2001	Yahoo began charging fees for inclusion in its group, and in October 2020, Yahoo became a search engine in the usual sense and actively monetized it. The creators introduced a number of elements that many still use, including image-only search, news-only search, and more.





ARGUMENTATION OF THE STRUCTURE OF THE SEARCH ENGINE







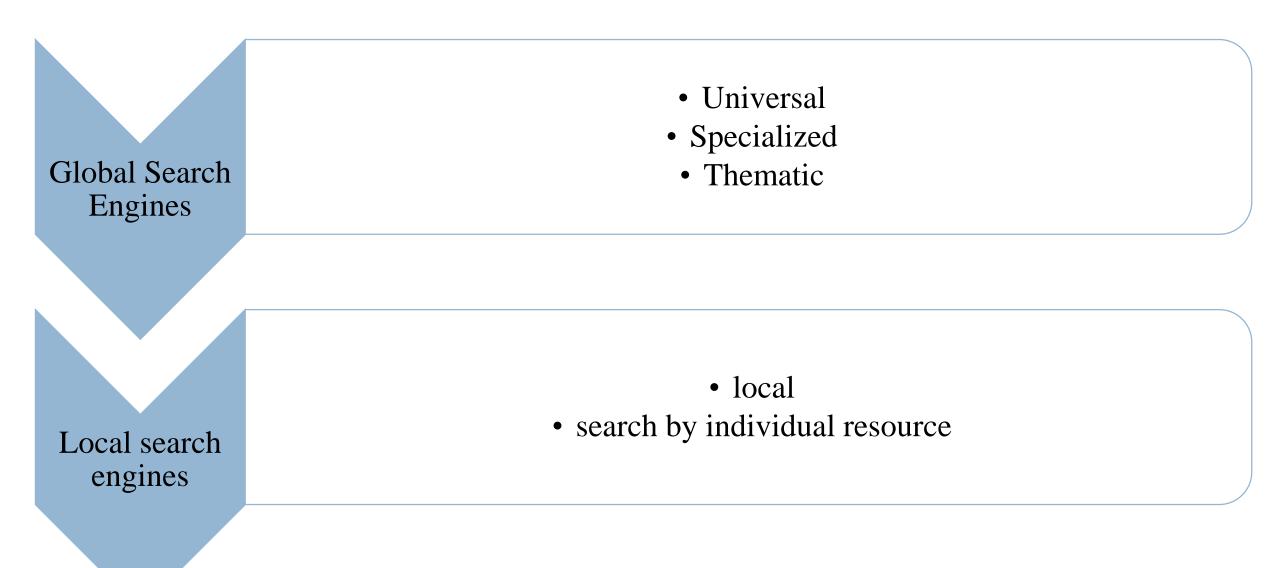
TYPES OF SEARCH QUERIES

Information Multimedia **Transactional** Navigation queries inquiries queries queries





CLASSIFICATION OF TYPES OF SEARCH ENGINES IN THE MODERN WORLD







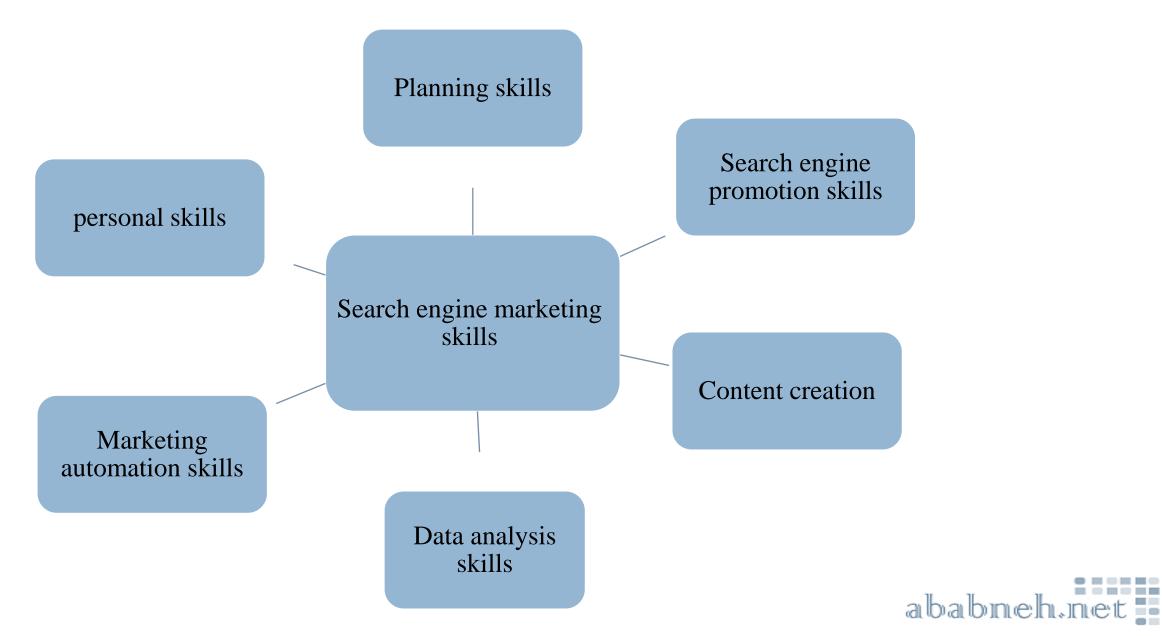
ALAbabneh THE MOST POPULAR SEARCH ENGINES AFTER GOOGLE

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Nº	Search Engine	The properties
1.	Bing	It's the search engine of tech giant Microsoft, owner of the popular Windows operating system and Office suite, which aims to compete with search engine leaders like Google. The search engine is one of the best search engines on the Internet, has a large popular base and is the second most visited search engine in the world.
2.	Yahoo	A powerful search engine that has a large share of online searches. The Yahoo search engine has come under the management of Microsoft. Some individuals believe that Yahoo and Bing use the same algorithm and then display the same results, but the truth is that this is not true and this is clear from the search results. I also believe that the management Microsoft is smarter than that.
3.	Baidu	It is the most widely used search engine in China and provides website results, audio files, and images, as well as maps, news, cloud storage, and other services. It is the best search engine for Chinese citizens since the government imposed a permanent blockade known as the Great Firewall of China on Google services.
4.	Yandex	It is best known for a range of services that include search engines, artificial intelligence, and analytics. CIS terminology is easy to work with when searching for foreign resources. It is a multinational organization primarily for Russian language users and offers 70 Internet-related products, including transportation, search and information services, e-commerce, navigation, mobile applications and advertising.
5.	Yippy	A metasearch engine commonly known as a search aggregator is a web portal that uses special algorithms to aggregate web search results for phrases or terms from other search engines. It simply retrieves data from other web search engines. It allows the user to enter a single query and get results from multiple sources and quickly get The best answers from a wide range of information. Interestingly, Yippy provides results in a group format that allows users to filter results by different subsections. Among the features of the yippy search engine are comprehensive search, customer satisfaction, and improved search efficiency.
6.	DuckDuckGo	It gained popularity very quickly due to user privacy. The search engine does not track your sites or your online activities at all, which means that there are no ads that follow you. Its slogan is that we are a search engine that does not track users. The secret of excellence is respecting the privacy of users and not saving their data for advertising purposes, given the importance of the privacy element to many. Of Internet users, this search engine has witnessed great growth and development over the past few years.
7.	Ecosia	A unique search engine that allocates its profits to planting trees around the world. It is environmentally friendly and usually plants a tree for every 45 searches. The browser servers run on 100% renewable energy and does not encourage third-party trackers or sell data to advertisers.
8.	Swisscows	It was launched in 2014 as a project of the Swiss-based organization Hulbee AG. It is used for semantic data recognition, which gives faster answers to inquiries and claims of not storing user data. It is family-friendly and has great importance for family-friendly content. It monitors the type of content shown to children while deleting explicit results. The servers are centralized Engine in underground data centers under the Swiss Alps.



CLASSIFICATION OF TYPES OF SEARCH ENGINES IN THE MODERN WORLD



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ADVANTAGES AND DISADVANTAGES OF SEARCH ENGINE MARKETING

Advantages of search engine marketing.

- 1. Measurable: The process of measuring results still requires tools to facilitate it, so Google gives you many tools, such as Google Ads, which provide detailed reports on your campaign activity so that you can always know the latest results of these ads.
- 2. Fast results: Compared to other marketing branches such as search engine optimization or content marketing, search engine marketing allows you to achieve relatively quick and widespread results.
- Live tracking: The analytics interface through the tools provided by Google allows you to know what is happening at every moment and correct and modify the ads, if you do not get the results you are looking for.
- Promote all competitive advantages: When you have a specific competitive advantage that your competitors do not have, SEM makes it easier for you to promote that additional advantage. This could be an option for free shipping, a lower price for a similar product, or even a service that no one else in your area offers. For many clients, this means you're promoting your biggest strengths directly to them.

Disadvantages of search engine marketing.

- High level of competition: In the race to advertise products and display them higher in search engine results pages, most 1. organizations try to grab the top advertising space, in this process the number of competitors increases and the cost of pay per click by advertising companies eventually rises.
- 2. Requires Time: The entire process from identifying keywords to bidding on them and finally advertising on search engine results pages requires a significant amount of time.
- 3. Needs Proper Screening: Identifying and bidding on keywords is a task, as the entire strategy is based on targeting traffic and conversion, so proper screening and expertise are required for this.
- 4. Opportunities for fraud: Competitors may click on ads to increase your PPC without increasing conversions



3. SEARCH OPTIMIZATION

Search engine optimization is the improvement of the quality of a website page in order to increase its ranking in search engine results and appear in the first results, which helps to increase the number of unpaid visits to the website instead of paid visits through advertising and others.

The Importance of Search Engine Optimization: This is important for brands as it is an effective way to improve brand visibility through search, drive more website traffic, empower the brand as an industry authority, and increase exposure. stable and reliable business. Here are some factors that increase the importance of SEO for a brand.



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HOW TO ADD YOUR SITE TO GOOGLE SEARCH CONSOLE:

- Sign in to the Google account you want to track your location with.
- Go to the Google Search Console home page.
- From here, click Add Site or Add Property.
- Enter the link to your website that you want to track, then click Continue.
- Then start website verification and proof of ownership.
- The tool provides many verification methods.
- Choose the method that works best for you and then start tracking your website data.
- After confirming the location and confirming the ownership, the tool will automatically start tracking and displaying the location data.





SEARCH RESULTS PAGE

Search results page

Paid search results

Unpaid (free) search





THE DIFFERENCE BETWEEN PAID AND ORGANIC

SEARCHES

Nº	Pay-per-click (PPC)	Search engine optimization (SEO)
1.		It is the free process in which distinctive and exclusive content is written to stand out in the top results naturally and unpaid.
2.	Paid search engine marketing is useful for those who are looking for products now and are excited to buy them and need them without the need for further persuasion.	It is a powerful way to increase website traffic, as well as a powerful way for your reputation by introducing people and bringing them closer to the brand
3.	Search engine marketing advertisers pay per click	Increasing SEO requires an upfront investment of time and effort, but once a website starts ranking highly, traffic directed to the web page becomes free.
4.	Search engine marketing can increase traffic and leads immediately after launching ads.	SEO is a long-term strategy, and it can sometimes take several weeks, months, or years (depending on the competition) to see results.
5.	Search engine marketing provides businesses with the ability to control their advertising campaigns, and provides metrics to help businesses make campaign decisions.	Search engine optimization relies on algorithms to control the search engine to determine rankings, which makes it more difficult to control.
6.	Search engine marketing strategies are entirely dependent on the advertising costs spent by the organization.	SEO marketing strategies need to be analyzed and designed from time to time.

babneh SIMILARITIES BETWEEN PAID AND TRADITIONAL **SEARCH**

Increase	Both SEM and Search Engine Optimization increase a website's visibility in search engines and, therefore, can drive traffic to the website, increase leads, and ideally increase conversions.
Improve content	SEO and SEM strategies should be informed by search intent. The content that appears on a search results page should be useful and relevant to the audience.
Target keywords	Both SEM and Search Engine Optimization depend on keywords. This means that when a user searches for a keyword, the organic and paid results are the ones that appear on the search results page. They depend on the words that were searched. Both SEM benefits. Research and search engine optimization involve a comprehensive search for keywords, and knowing their power to organize keywords into groups based on the topic.
Measurable campaigns	The effectiveness of SEO and SEM campaigns can be measured using a range of metrics, and in a variety of tools. SEO results can be reported using tools like Moz Pro Campaigns, and SEM results can be measured in tools like Google Ads reports.





SEARCH ENGINE MARKETING STRATEGIES

Content marketing

Holding courses on the website

E-mail marketing

Blogging Marketing

Video marketing

Providing distinctive and unique content

Content marketing on other websites





WEBSITE RANKING FACTORS

Internal factors

Technical factors

External factors





SEARCH ENGINE OPTIMIZATION METHODS

Search engine optimization methods

White gentrification

Gray optimization

Black gentrification



4. SEARCH MARKETING TOOLS

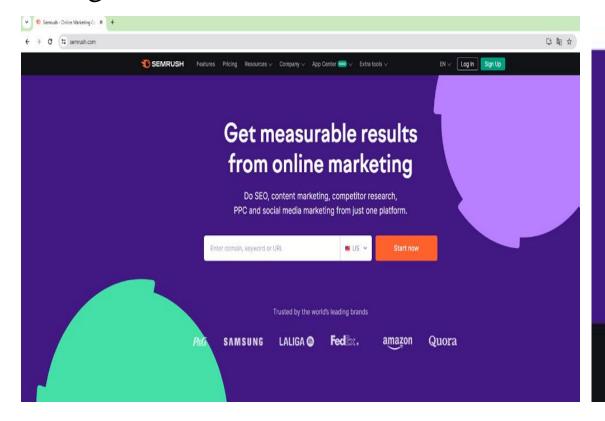
SEMRUSH: is a comprehensive tool for search engine optimization, digital marketing and social media sites. It provides users with accurate and up-todate data on the performance of their websites and those of their competitors. The tool includes a wide range features including keyword analysis, website ranking tracking, external link monitoring, as well as content analysis and providing detailed reports on visits and performance, as it is not limited to search engine optimization, but also includes tools to improve advertising campaigns and social media analysis.

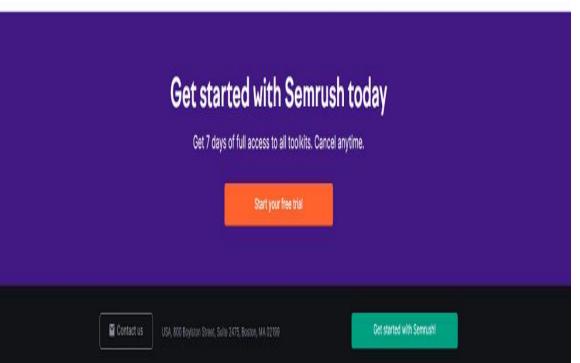




First step: write the name of the site address in the browser, for example, www.semrush.com.

The second step: we go to the bottom of the site and click the button "Start a free route" so that registration is free for a week.



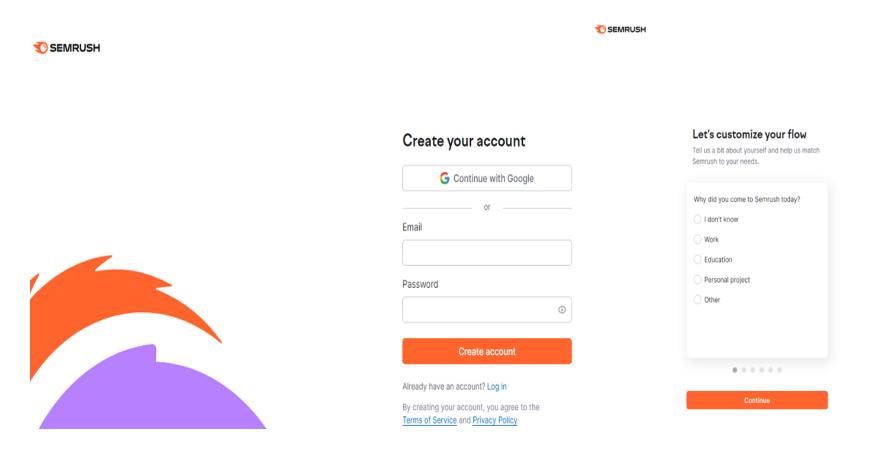






Step Three: Create a new account or sign in with your Google Account and you will receive an email to activate your account.

Step Four: You will be asked to answer a few questions

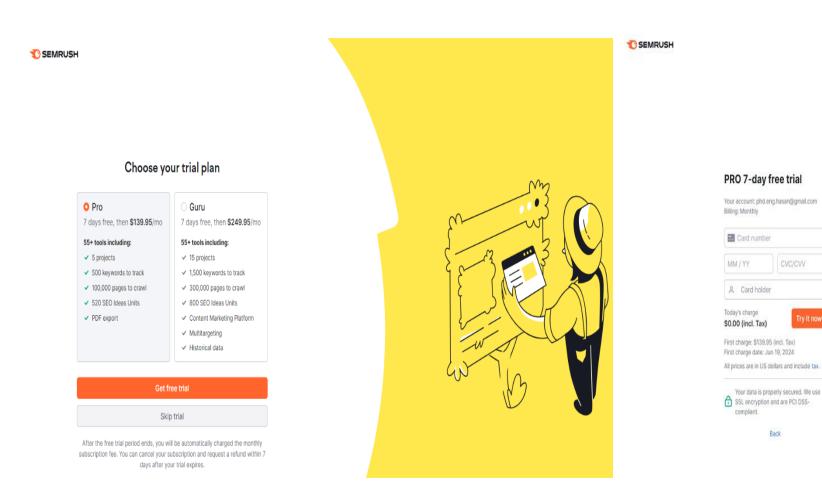






The fifth step: we choose the plan we want to work with and click the "Get free trial" button.

Step six: Bank card details appear and you are asked to fill them in.

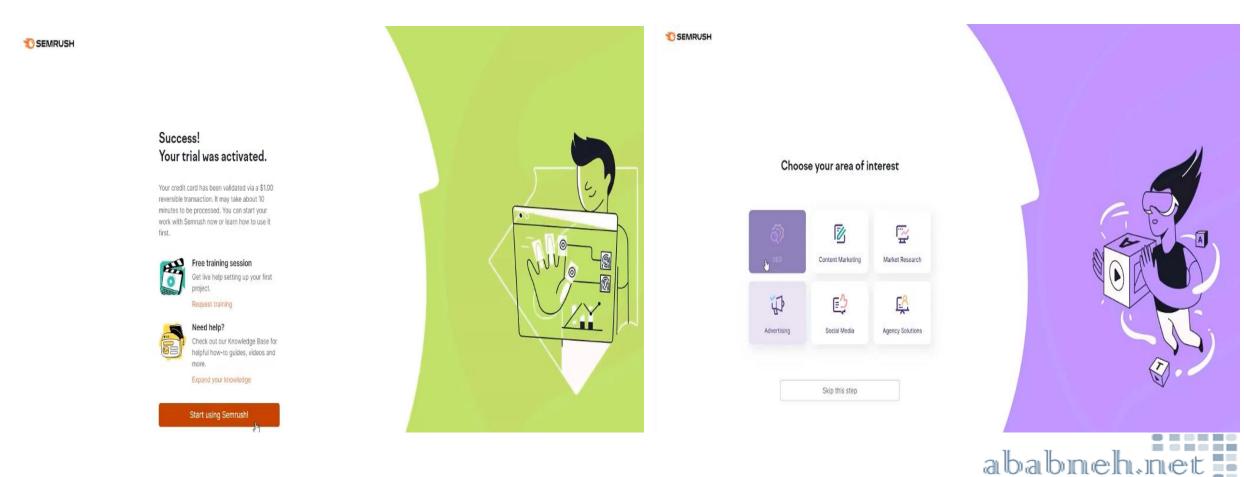






Seventh step: After filling in the data, a form appears and press the start button.

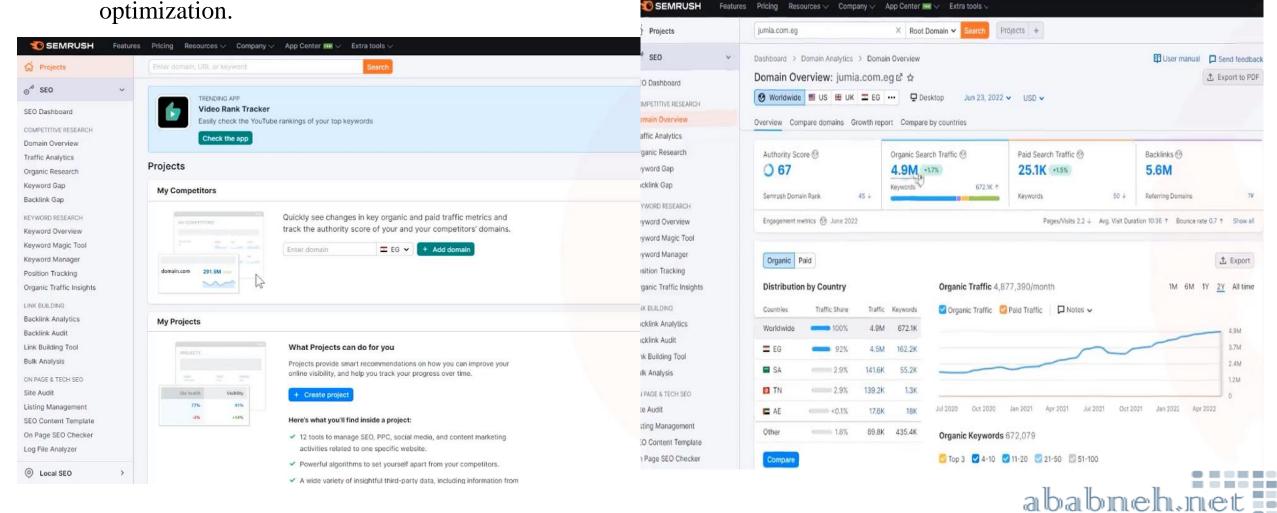
Seventh step: After filling in the data, a form appears and press the start button.





Step Nine: The SEMRUSH main interface will appear.

Tenth step: To analyze the website we want, write in the search engine at the top of the main page the address of the website we want to analyze, then we will get a number and we will see the value of search engine



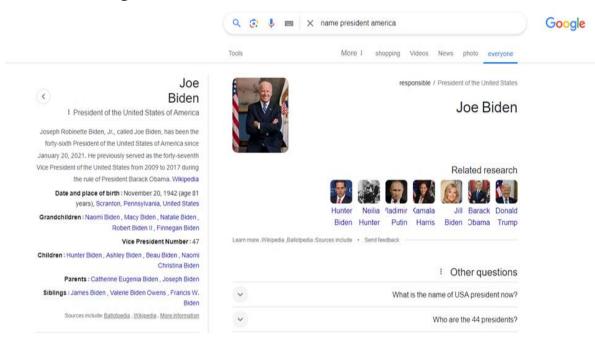
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READ MORE ABOUT SEMRUSH

Keyword Overview	It specializes in providing an overview of keywords and giving accurate reports at the end, where you can enter one or more keywords and separate them with a comma in the box that appears in front of you, according to the method of promoting the site, choose the country you want to target and click on analyze and the number of times you searched for will be shown.
Volume	Average number of times a keyword is queried on Google nationally/locally per month.
Global Volume	The combined total of monthly search volumes for a keyword across all of our country databases.
Personal Keyword Difficulty (PKD)	It is calculated using artificial intelligence algorithms to analyze the relevance of any domain to any specific keyword.
CPC	See the potential prices for your planned PPC campaign, find the average price per user click on the ad.
Topical Authority	The relevance of domain content to the analyzed keyword, learn how to calculate it here.
Intent	Find keywords that match your goals. Understand if the keyword has an informational, navigational, commercial or transactional purpose.
Competitive Density	Density of advertisers bidding on this word for their ads nationally. A score of 1.00 indicates the highest level of competition, and a score of 0.00 indicates no competition. Although this metric indicates competitors in paid search, it can represent the organic value of a keyword as well.
Trend	Level of interest in a search query over a 12-month period. Find out how many times a keyword was searched on Google over the past year.
Keyword Variations	Search terms that include your original word plus additional modified words Word variations help you find the most popular searches related to your main query.
Informational	Knowing the level of this word, whether it is rising or falling in the search, means knowing whether the search rates are increasing or decreasing.
Questions	The number of questions that relate to the search term: who, what, where, when, why, how, can, etc. Questions are great for generating content ideas for blog posts, FAQs, and content pages on your site. Answering frequently searched questions can help Popular in your SEO, including voice search optimization.
Keyword Strategy	Collections of keywords for which the page would rank well. The Keyword Overview displays a list of sample collections and contains a link to the full report in Keyword Strategy Builder. Keyword combinations are only available for country-level reporting.
Personalized Keyword Difficulty (PKD %)	Customizes keyword difficulty scores to suit your industry, ensuring they fit your unique circumstances. This enables you to identify exclusive, accessible keyword opportunities tailored to your industry.
Bulk Analysis	Add other search terms, with the possibility of deleting them if you want.
Keyword Difficulty	View word difficulty ranked by percentage, discover the most accurate estimate based on a wide range of parameters, including keyword intent, available SERP features, and backlink analysis of your top-ranking competitors.
Results	Search result for this word.
SF	Stars, pictures, etc. may appear.
COM	Competition from advertisers.
PLA	The word used in shopping advertisements.
Related Keyword	Words related to the search term.
Search Volume	Average number of monthly searches for a given keyword over a 12-month period. Estimate the keyword's value and usefulness for your rankings.
SERP Features	Learn about a website's potential to gain an advantage on a browser's search results page for a targeted keyword and see what rich results appear on the results page.



• **Rich Snippets:** These are answers to very popular common questions. The answer appears without links and is stored in Google's database because it is not a website. For example, what is the name of the president of America?



Related Searches: When you ask for specific information, results are displayed through links to websites, but AI programs show you a list of related searches.

Related searches :

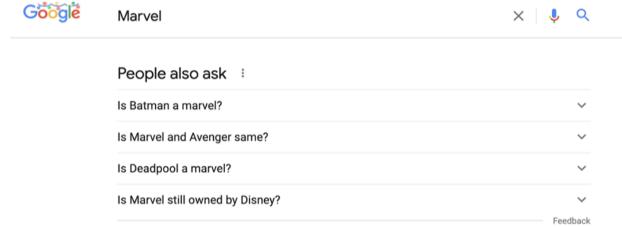
trending news near colorado springs, co	Q trending news usa
q trending news near colorado	Q trending news chicago
q trending news philippines	Q trending news google
q trending news in the world	q trending news on twitter







• **People Also Ask:** The process of asking is based on the question: Who is he? The answer will come to you with links, but the AI will suggest a series of questions below that you can use to improve



Featured Snippet: This is a feature you can control and its response is important. There is a link to it at the beginning of the site and the link is under the information.

To catch a Pokémon:

- When a wild Pokémon is nearby, your device will vibrate, and the Pokémon will appear on the map. ...
- 2. The Pokémon will appear in front of you. ...
- 3. Touch and hold your Poké Ball.
- 4. A target ring will appear around the Pokémon.

More items...

Finding and Catching wild Pokémon – Pokémon GO

https://support.pokemongo.nianticlabs.com/.../221957648-Finding-and-Catching-wild-P...

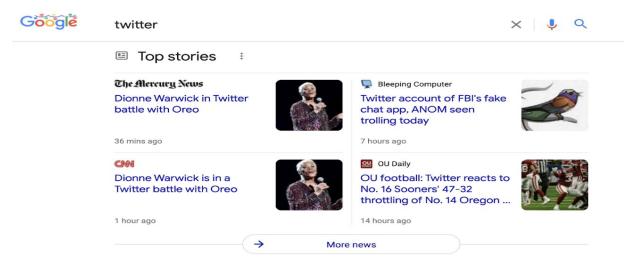




• **Reviews:** Reviews indicate the user's rating of the site and are displayed in the form of stars added to the usual fragment in the page header.



Top Stories: These are results that show the results of the latest news related to the search query



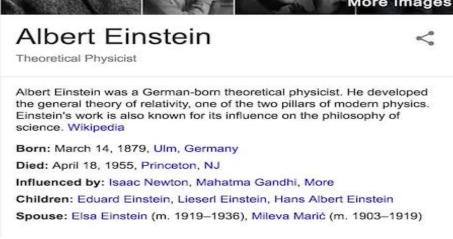


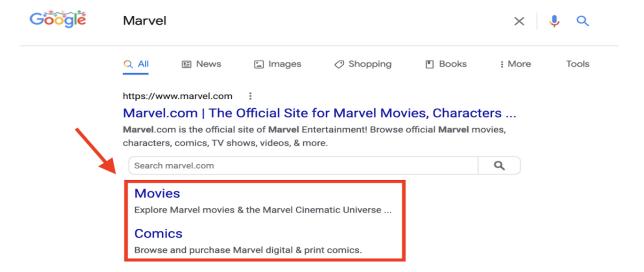


• **Knowledge panel:** It provides information about a search query, often related to a famous person or place, and is displayed on the right. The source of information is often Wikipedia.



Site links: This is a feature by which the Google search engine shows the most important pages of the site and separates them under the main result, and under the main link appears the maximum

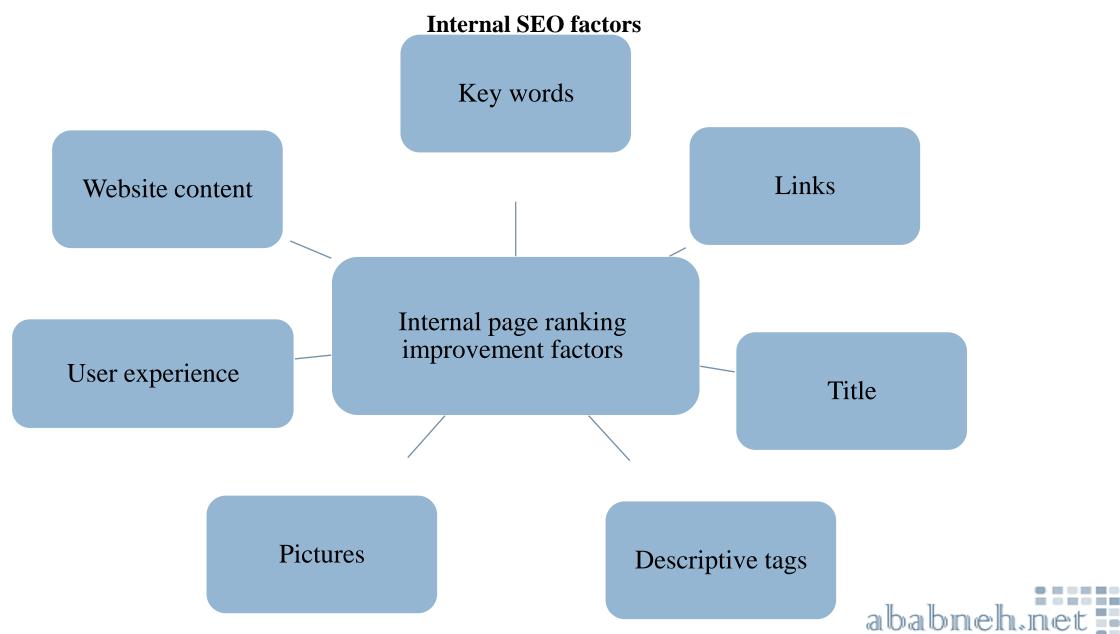








5. INTERNAL SEARCH ENGINE OPTIMIZATION





WEBSITE KEYWORD SELECTION TOOLS

Google keyword planner	It is a free tool from Google that helps in choosing the appropriate keywords to create campaigns by knowing how frequently these words are searched for. It also enables us to obtain suggestions about the words and the number of times the target audience searches for them, which helps improve the website content in order to Get better rankings in search engines.
Google Trends	It is a free tool that provides data and graphs to illustrate the search volume for keywords and topics related to the blog in a place for a certain period of time. By using the word search feature through this tool, an individual can easily find words that have become popular and create content around them, and through it Avoid words that are becoming less common.
Keyword Tool.io	This tool provides suggestions for long-tail keywords and related words based on users' searches. These terms depend on several different factors, such as the number of times users searched for a specific term, so all this tool does is generate other suggestions for keywords in alphabetical order. , but it doesn't tell you anything about search volume or cost per click.
Semrush	It is a tool that has a wide range of capabilities to efficiently improve your search engine marketing strategy, as it allows from conducting keyword research to traffic analytics and ad analysis, so you will be able to search for the best keywords and know which ones have the highest ranking and which ones are the most difficult to use. Rankings, track rankings, analyze competitors, and improve overall search engine exposure through a wide range of tools and data.
Ahrefs	The benefits include optimizing the website on search engines, enhancing the quality of pay-per-click advertising, by planning marketing campaigns on search engines, learning more about keywords, analyzing competitors, tracking their performance, and measuring results.
Google Analytics	It gives users an in-depth look at the performance of a website or pay-per-click ads, by providing powerful analytics to measure results, in order to obtain important information, such as knowing which keywords are the best in terms of traffic, conversion rate, and the average time customers spend browsing the store.





TYPES OF KEYWORDS

Words according to size

Words according to matching

Words according to intention

Types of keywords



AL-Ababneh THE IMPORTANCE OF THE WEBSITE ADDRESS (URL):

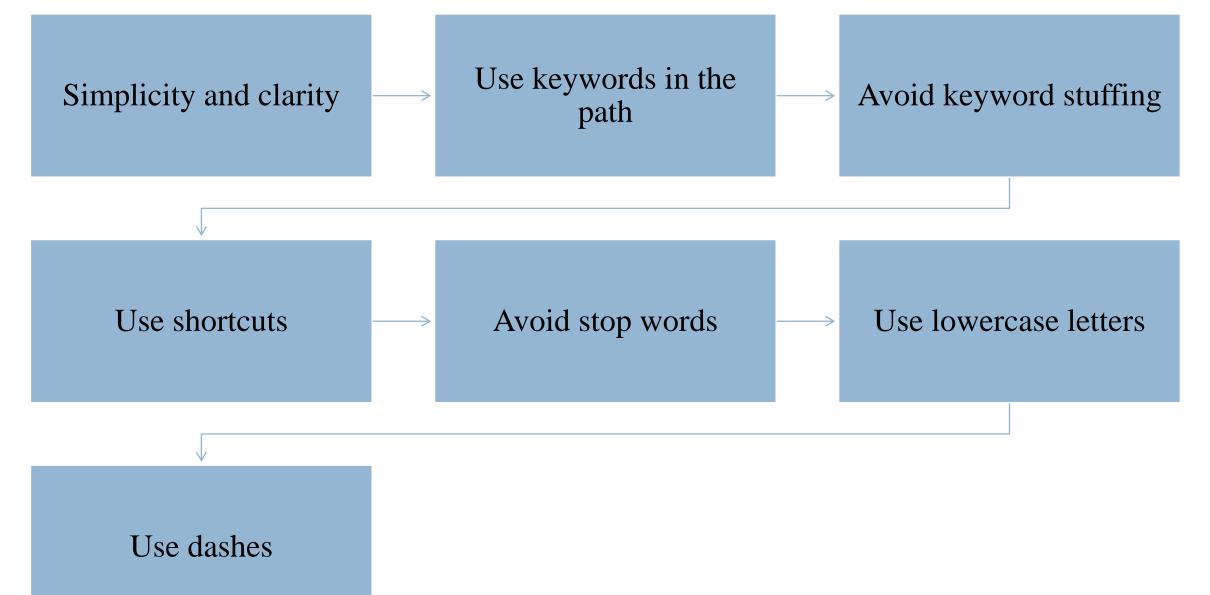
- •Identify the website: Is it a page, file, or other resource, where the address serves as an electronic key to accessing these resources
 - •Improve user experience: Clear and understandable website titles improve the user experience, as it is easier for visitors to understand the content of the target web page and navigate the website better
 - •Marketing and branding: The website address is used as part of electronic marketing strategies. It can be designed in a way that expresses the brand or refers to specific content, which contributes to strengthening the website's identity.
 - •Securing the connection: Using the secure protocol https in the website address, as it contributes to encrypting the connection between the browser and the server, which improves the level of security and protects sensitive information.
 - •Search engine optimization: The website title is an important element in search engine optimization, so using relevant keywords in the title positively affects the page's ranking in search engine results.

The website address is not only an electronic path, but it forms an essential part of the user experience, internet strategies, and digital marketing



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CREATE WEBSITE ADDRESSES



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A DETAILED EXPLANATION OF THE BASIC STRUCTURE OF A WEBSITE ADDRESS (URL)

https://www.ababneh.net/courses/seo/html				
https	Protocol HTTPS stands for Hypertext Transfer Protocol Secure is the most common protocol, as requires the website browser to encrypt any information you enter on the page, such passwords or credit card information, so that Internet thieves cannot access it, and the most important feature is that the protocol helps improve search engines.			
WWW	Sub domain	www is an abbreviation for the word (World Wide Web) and is used to distinguish content. It is a part of the website address that is not important and is not inevitable and can be excluded. It is an indicative and complementary part within the address. If you write https://www.ababneh.net you will reach Website, where subdomains also indicate the classification of the website into the main content categories, is used if your business includes a lot of complex content that is difficult to manage on a single website, as the website appears to search engines and visitors as having a large amount of information.		
ababneh	Main Domain second level Domain(SLD)	It is the name of the website that helps users know that they are visiting a specific brand's website without needing further information.		
Top level Identifies the top-level domain for the type of entity an organization is		Identifies the top-level domain for the type of entity an organization registers on the Internet, for example, com is for commercial entities, edu is for academic institutions.		
courses	Folder/path	The path usually points to a specific file in the web server		
seo	Page name	Page name		
html	Extension	It is the extension for a file or page		



THE IMPORTANCE OF IMPROVING THE DIGITAL USER EXPERIENCE FOR E-MARKETING:

A good user experience increases the chance of converting from a visitor to a customer

A poorly organized store is difficult to attract potential customers to the brand

Customer satisfaction: The better the user experience of the store, the clearer the navigation system, increases, and they are more willing to recommend it

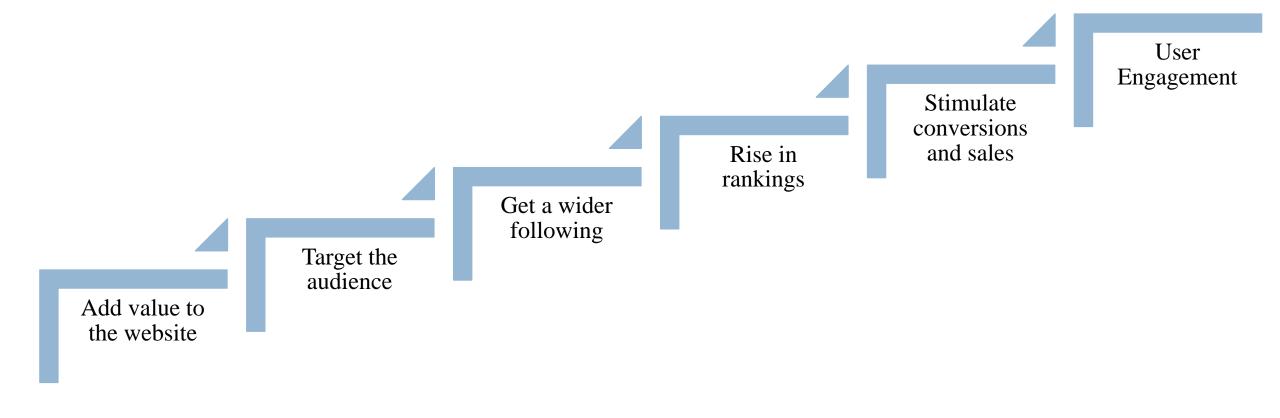
If you build a great experience, customers tell each other about it

An intuitive shopping process and clear product discovery keeps buyers on the website longer and they are likely to be willing to spend more.



6. WEBSITE CONTENT

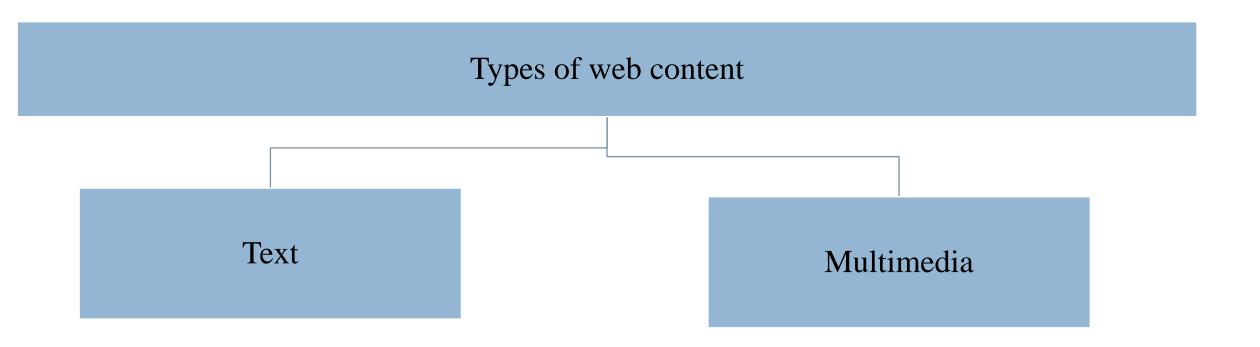
• Quality website content is one of the best strategies for getting the content of your products and services into the hands of customers looking for answers or solutions to the problems your brand solves, and one of the benefits of having a content-rich website.







TYPES OF WEB CONTENT





WEBSITE CONTENT REQUIREMENTS

Quality of website content

Accuracy and adequacy of website content

Website content quality requirements in unstable environments

Modify and improve website content

Originality of website content

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TYPES OF WEBSITE CONTENT

Main content type	Sub-content type	Properties	
Textual content	Copyrights	It is a type of intellectual property that gives its owner the exclusive right to copy, distribute, adapt, display and implement the creative work. Of course, original content is preferred by search engines and users, which increases the loyalty of site visitors to the products and to the organization itself, as it has a positive impact on targeted actions and sales.	
	paraphrasing	Online article writing tools are ideal web tools that help to craft unique, engaging and high-quality content easily by transforming ideas, messages and information to enhance writing and avoid plagiarism. This tool is generally used by webmasters, content writers, bloggers, marketing professionals, etc., to create the desired content, Bringing together multiple sources to rewrite high-quality content can solve quality copyright issues.	
	translation	It means the process in which a written or spoken system of one language is transferred to another language system, while preserving the original meaning of the original system. When writing, the author's text is created and from the point of view of search engines, this is unique content.	
	copy and paste	Directly copying articles from other sources without making any changes to the text is the easiest and worst way to fill up website content.	
Audio content and podcasts	Music, interview recordings, podcasts, lectures and webinars are the most valuable audio content, which visitors cannot hear anywhere else. Audio materials can be used as educational materials to increase levels of trust in the organization and awareness of products.		
Video content	It consists of various clips of screenshots, educational videos, films, video presentations, virtual tours, etc., with the possibility of filming them yourself, obtaining them from free sources, purchasing them, or even organizing video competitions, where users themselves participate in creating this type of content.		
the pictures	They include not only images, but also animations, charts, screenshots, and slides. Infographics are particularly effective as they increase traffic by 12% on average.		
Titles	The website title plays an important role in its promotion. It must be original, clearly describe its content, and be detailed and informative.		



STAGES OF PREPARING CONTENT FOR THE WEBSITE

phase	Identify and analyze the target audience for the website.
1	
phase	• Study recent trends and analyze competitors' actions in the market.
2	
phase	Selection of publication topics based on analysis.
3	
phase	• Preparing the content taking into account the requirements and results of the analysis.





BUSINESS SWOT ANALYSIS: STRENGTHS, WEAKNESSES AND STRATEGIC DECISIONS

S strengths, strengths

W weaknesses, weak sides

O opportunities, possibilities

T threats, threats



CONTENT ELEMENTS AFFECTING WEBSITE IMPROVEMENT AND RANKING

Content elements	Influencing website rankings and search engine optimization		
Site address	Your website title should be short, easy to remember, easy to type, and easy to pronounce. Avoid including numbers or site names with other non-standard characters, use unusual spellings or longer than about 15 characters, etc.		
Page description	The page description is the first motivation for clicking on the website and ranking it on the first page of search engine results. It is necessary to know the best ways to write the description that helps attract visitors to the website. If the description is appropriate, the number of visits will be high.		
Frequency of citing keywords	In order to get more website traffic through organic search results, you must prepare your website for search engines, because they display website pages including tervideos, and images and arrange them to suit users. The appearance of search results depends on many factors. Such as the popularity of the website, the extent to which search engines trust it, the percentage of daily visitors, and the number of times searches for keywords within the site, all of this allows for increasing the site's ranking.		
Content size	Content size should be optimized to at least 2000 words.		
The number of keywords in the text	Due to the large number of keywords, search engines will correctly identify pages and sites.		
Main synonyms in the text and titles	It allows understanding the nature of posts and improving their relevancy and search engine rankings.		
Categorized lists and tables	Using such tools makes the content understandable and more enjoyable to read.		
Authenticity of content	Once the potential keywords are identified, content marketing begins its role, and its quality helps attract the target audience and affects search engine rankings. Therefore, you must write attractive and organized content that serves the goals and provides the target customers with the information they are looking for. Remember that good content requires a lot of effort to be prepared, so When writing it, focus on what suits the target audience so that you do not waste your time and effort. Good content has a greater chance of being shared on social media and attracting links. Credibility also emphasizes the importance and relevance of the quality of the website content that was created.		
Key words	These are the sentences and phrases that individuals enter into the search box in the search browser to find what they are looking for. It is one of the foundations of search engine optimization, which is relied upon to know the topic of the content published on the website. Before publishing any content on the website, you must first conduct keyword research. Most appropriate for that content, it must express the published content and be popular in search engines.		
Frequent content updates	The quality of the content helps in reaching the target audience and influencing the ranking in search engines. Therefore, you must write attractive and organized content that provides the target customers with the information they are looking for. It is preferable to write the content in a narrating (story) way because it is the most attractive to them and makes them feel that you are directing the conversation to them and not to the engines. Searching, updating information will indicate to visitors the importance and reliability of the information.		
Multimedia presence	Multimedia can be a powerful and unique way to attract more visitors and build brand awareness. Since different segments of your target market may require different marketing tactics, you may find that you have to combine social media with TV and print to reach as many audiences as possible. Potential customers.		
Content difficulty	It is difficult to write content without explanatory and marketing content. It is necessary for each website to have distinctive content that describes the work and goals of the entity to which the website belongs. The content must also be useful and understandable for the visitor to understand.		
Errors in the text	The more errors there are, the lower the site's ranking.		
Links within content	Use links from trustworthy sites that are closely related to the content you are providing, or links to other articles that support your article, or links to e-books that comprehensively discuss the topic in a way that readers can use, or a link to a video that explains in a simplified way, but do not overwhelm the target audience with too many links and distract them between On your site and other sites, make sure that the links you place work well and are clickable to provide a good experience for the user. It is preferable to write the information that the reader is likely to find when he clicks on the link, because it increases the probability of clicking, and do not forget when creating the link to make it open. In a new window and not in the same window so as not to exhaust him by moving between your site and other sites.		



7. TECHNICAL OPTIMIZATION FOR SEARCH SYSTEMS

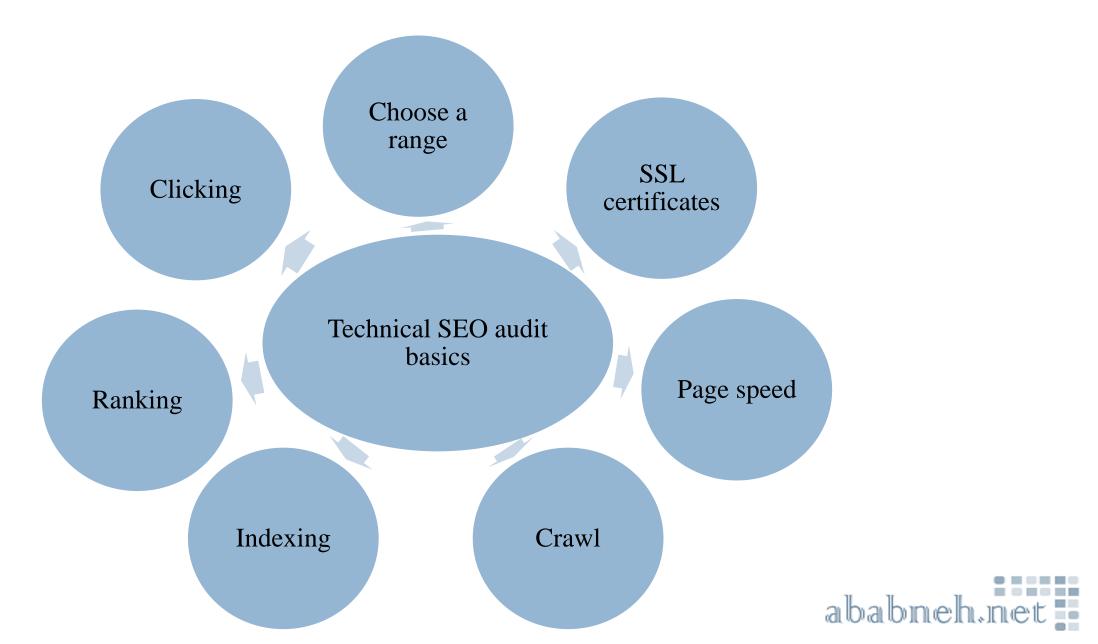
Technical search engine optimization vs internal and external optimization

- Technical search engine optimization is intended to maintain the technical integrity of the website.
- Internal search engine optimization includes keyword research and content work.
- External search engine optimization includes activities such as link building and digital PR, the purpose of which is to strengthen external authoritative signals pointing to a website.





THE MAIN COMPONENTS OF TECHNICAL SEO





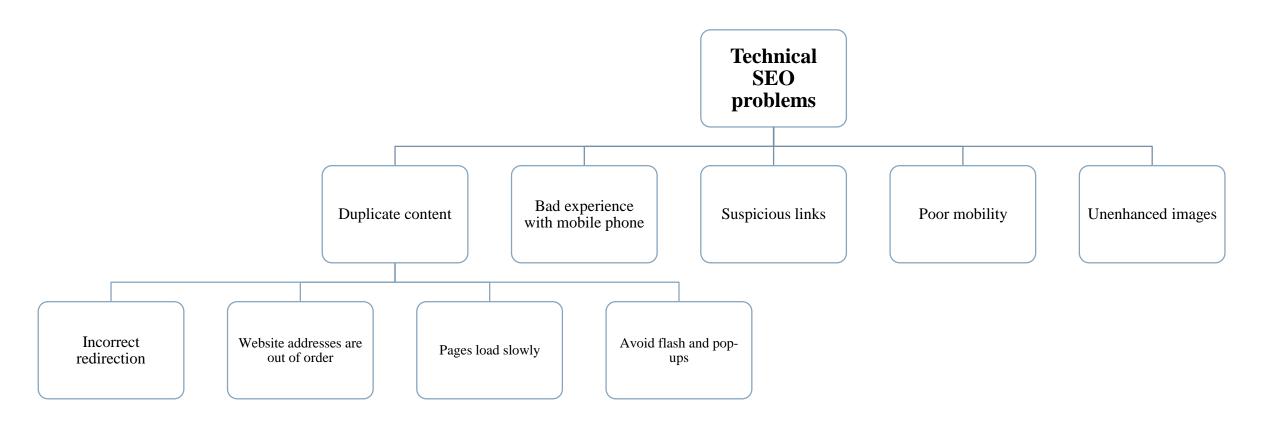
BRIEF EXPLANATION OF HTTP ERRORS

301	Permanent redirection is used to permanently send visitor traffic from one address to another.	302	Temporary redirection is used to temporarily send visitor traffic from one address to another.
403	This error occurs when you reach a page that you are not authorized to access.	404	Error pages tell users that the page they requested does not exist, either because it was removed or they typed the wrong address.
405	This error occurs when you access a page incorrectly, for example if the page requests content with a GET command, while the site originally expects it to request it with a POST command.	500	This error occurs when an unexpected problem occurs that prevents it from executing the request
502	This error occurs when the server, acting as a gateway or proxy, receives an invalid response from the main server.	503	This error occurs when the server response is not available and this indicates that the server is not ready to handle the request.
504	This error occurs when the server cannot receive the timely response from the main server that it needs to complete the request.		





TECHNICAL SEO PROBLEMS







ADVANTAGES OF TECHNICAL SEARCH ENGINE OPTIMIZATION

Technical search engine optimization offers several benefits that together contribute to a website's success and overall performance in search engine results:

This affects the actions and decisions of site visitors.

Improve conversion rates.

Increasing the number of potential customers and sales

Maximize the return on investment in search engine optimization as a digital marketing strategy.

Improving site performance and speed

Higher ranking in search engines.

Increase in organic traffic

Improved user interface



ALAbabneh TECHNICAL SEARCH ENGINE OPTIMIZATION VS. INTERNAL AND **EXTERNAL OPTIMIZATION**

1. Technical search engine optimization is intended to maintain the technical integrity of the website.



2. Internal search engine optimization includes keyword research and content work.



3. External search engine optimization includes activities such as link building and digital PR, the purpose of which is to strengthen external authoritative signals pointing to a website.



TECHNICAL OPTIMIZATION FOR SEARCH ENGINES

Focuses on the technical aspects of the website and improving the code level



•Aimed at improving the website's crawlability and overall technical health.



•Fixes problems like metadata errors, broken links and website structure.





RANKING/RANKING CHECKLIST

Ranking your pages involves some on-page and off-page elements that we mentioned earlier, but from a technical perspective.

- Internal and external links: Links help search engines understand where a page is in the overall query structure and provide context for how that page should be ranked. Links direct search engines and users to relevant content and convey the importance of the page. Links improve crawlability, indexing, and ranking.
- Backlink Quality: Links from other sites that point back to your site because they give you a vote of confidence for the website. They tell search engines that external site A, that its page is of high quality and worth crawling., and as these votes accumulate, the search engines notice the website and deal with it.
- Content collections: a collection of pages and messages dedicated to a certain topic. They link to related content, so search engines can easily find, crawl, and index all of your pages on a specific topic. a promotion tool to show search engines how much you know about a topic so that the website is more likely to be ranked as a link for any related search query.



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8. EXTERNAL SITE OPTIMIZATION

- The concept of external search engine optimization includes all efforts aimed at increasing the ranking of a website in search engines and goes beyond the scope of the website itself.
- This includes activities that take place outside of the website and contribute to its popularity and presence. The Internet, as it helps to increase the trust of search engines in the pages of the website and improves the balance of the digital reputation.
- Getting links from trusted and mentioned sites is considered a positive signal indicating the quality and reliability of the content. Investing in offsite search engine optimization helps you reach a wider audience and increase the number of visits to your website, which increases the chances of converting visitors into customers or subscribers.



THE IMPORTANCE OF EXTERNAL SEARCH ENGINE **OPTIMIZATION**

- Off-site search engine optimization is a useful way to promote a website. The value is that you build a great reputation with other sites, and with that reputation you can rank higher on Google.
- It matters from the point of view that the content you provide is credible and trustworthy based on other people sharing the content and having a lot of links pointing to the website. The goal is to:
- 1. It is an indicator of website quality: Search engines consider websites with strong backlinks to be of high quality and thus rank them higher in search results.
- 2. It helps increase website traffic: Backlinks send visitors from other websites to your website across the internet, which helps increase traffic to it.
- 3. Increases website credibility. Backlinks from other relevant websites indicate that the website is accepted by the internet community



ALAbabneh KEY FACTORS FOR EXTERNAL OPTIMIZATION OF AN ORGANIZATION'S WEBSITE

External Links

Guest Post

Social Media Presence

Online Reputation Management

Content Marketing



Al-AbabaehTHE INFLUENCE OF DO-FOLLOW - NO-FOLLOW LINKS ON THE SITE'S RATING

- **DoFollow:** Refers to links that allow you to transfer link power and increase the ranking of the linked web page in search engines.
- NoFollow: These are links that do not allow the transfer of power and do not affect the ranking of the linked web page in search engines.

Do-Follow link

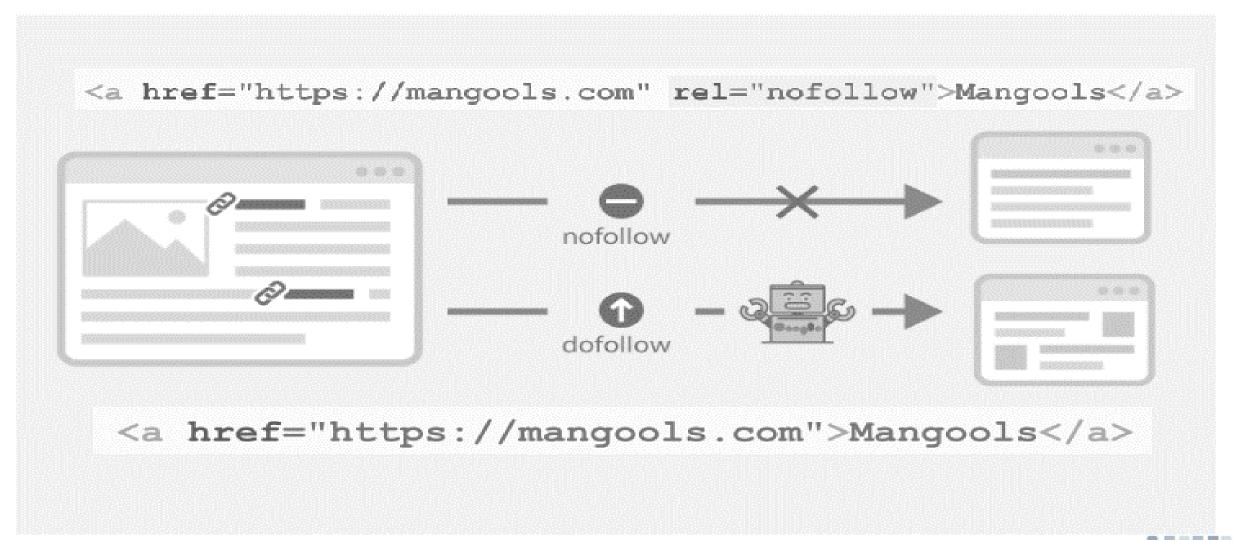
Anchor Text Goes Here

No-Follow link

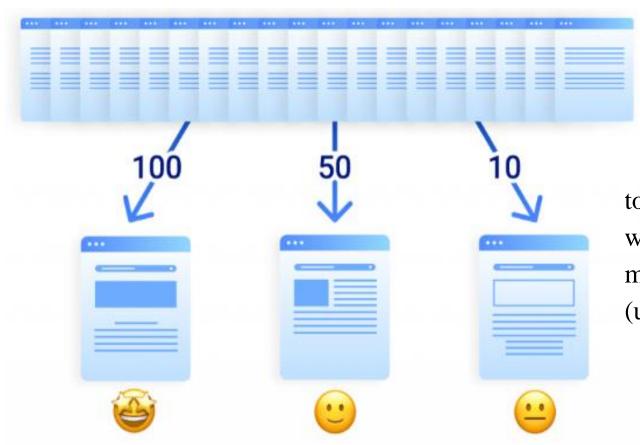
Anchor Text



Alababaeh THE INFLUENCE OF DO-FOLLOW - NO-FOLLOW LINKS ON THE SITE'S RATING



ALAbabaehalgorithm for determining the ranking (pagerank) of the website



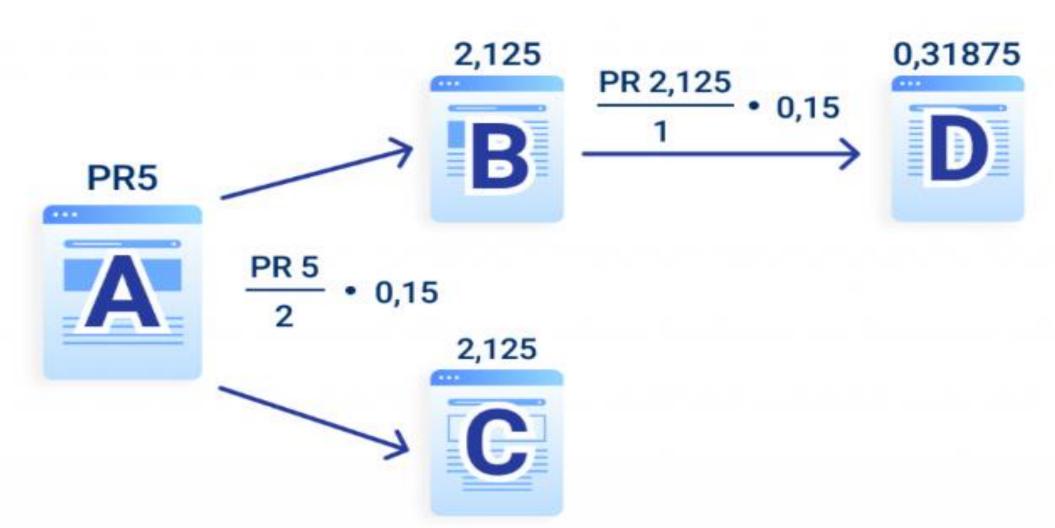
$$\frac{PR(a)=(1-d)+d \qquad (PR(T1)}{C(T1)+\cdots+PR(Tn)/(Tn))} \tag{1}$$

Where, a is the analyzed page; T1...Tn - pages referring to the analyzed; C - the number of links on the analyzed website page; d is the attenuation coefficient, which means the probability that the user will leave the page (usually equal to 0.85).





SCHEMATIC REPRESENTATION OF THE THEORY OF DETERMINING THE PAGERANK SCORE





TYPES OF CONTENT FOR EXTERNAL SEO

- **Blog posts.** Blog articles are a popular form of content marketing that can help stores drive traffic, establish authority and trust, and promote products. By creating high-quality blog posts that are relevant to your target audience, you can attract links from others. websites and improve your store's ranking in search results.
- **Infographics**: This is a form of content marketing that can help stores attract links because infographics are visually appealing and easy to share, making them easy and the best choice for social media and other online platforms.
- **Video i**s an engaging form of content marketing that can help sites increase engagement, engagement and promote products. By creating high-quality videos that are suitable for your target audience, you can gain the trust of customers and attract links from other reputable websites.





TASKS RELATED TO MAINTAINING THE REPUTATION OF THE ORGANIZATION IN THE NETWORK:

Preparing high-quality text resources through reliable digital platforms

Use different methods to promote website content

Actively work with comments and prepare a positive evaluation

Continuously analyze search engine results for key relevant queries, study the results, and take appropriate measures to develop and strengthen positions

AL-Ababneh METHODS FOR EXTERNAL WEBSITE OPTIMIZATION:

Create high-quality content: With the GuinRank tool, you can write compelling content that competes on the first pages of Google.

Use keywords: Create a keyword plan for your website, and analyze the keyword in detail through the keyword analyzer, to know the search volume, the strength of competition for the word, and what competitors have written.

Competitor analysis: An important method is to monitor and analyze competitors to determine their weaknesses and strengths and exploit them. You can also use the "comparing page" tool to compare the pages of five competitors and analyze their sites in detail.

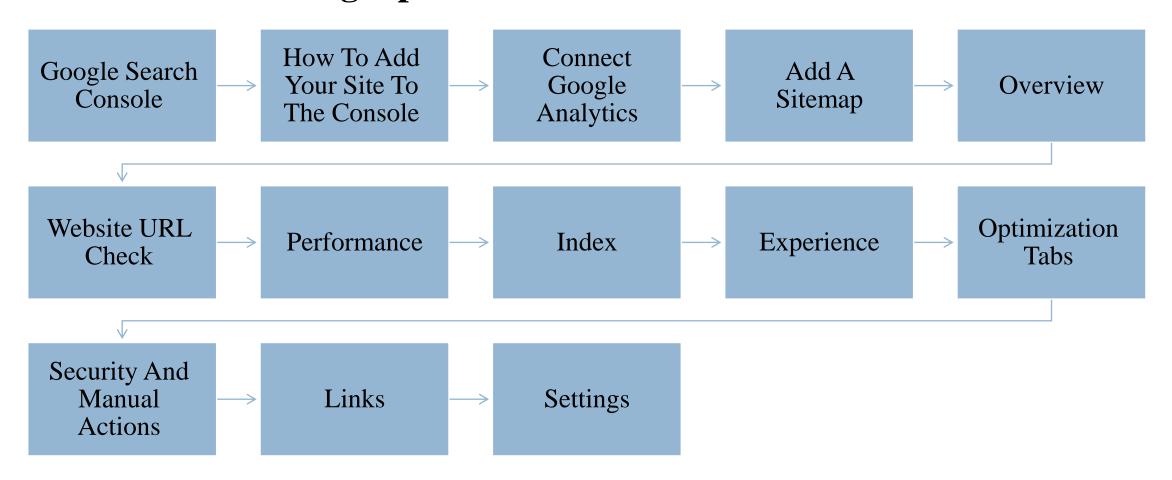
Sharing content on social media: It is an important activity to enhance the visibility of the website and attract visitors from social media.

Using Google Search Console: Monitor the speed and performance of the site, know its speed, and solve problems quickly.

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9. WEBSITE ARCHIVING IN SEARCH ENGINE

Website Ranking Optimization Tools





GOOGLE SEARCH CONSOLE

Google Search Console

Google Search Console: This is one of Google's tools that allows website owners to monitor the presence of their sites in search results. It's also a free service from Google that helps companies improve search engines

Google Search Console provides a wealth of information including: keywords for which your site ranks; where you rank for these keywords; how many times visitors click on a result after entering certain queries and which other sites link to your content.

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results







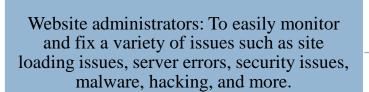
Optimize your content with Search Analytics

See which queries bring users to your site. Analyze your site's impressions, clicks, and position on Google Search.



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PEOPLE WHO BENEFIT FROM GOOGLE SEARCH CONSOLE



•Business owners: You will learn the basics of optimizing your website for Google and other search engines, regardless of whether you use Google Search Console yourself or have it managed for you by someone else.

•Web developers: Search Console can help you create the code and coding for your website. It allows you to track and fix some of the most common issues that developers face with regard to coding such as errors in structured data. SEO Professionals/Marketers: For anyone focused on online marketing, Google Search Console will help you monitor your website traffic and improve your rankings. This will allow you to make informed decisions about how to improve your website's appearance in Google search results.

Bloggers: If your website has a blog, Google Search Console can be a great tool to see the rankings of different pages, find ways to improve them, and ultimately discover new ways to monetize your blog

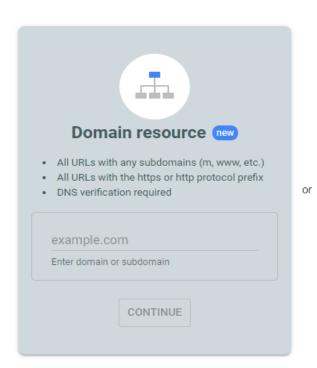


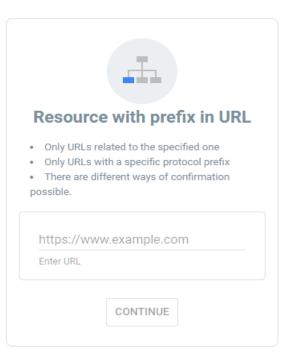


ADDING A WEBSITE TO GOOGLE SEARCH CONSOLE

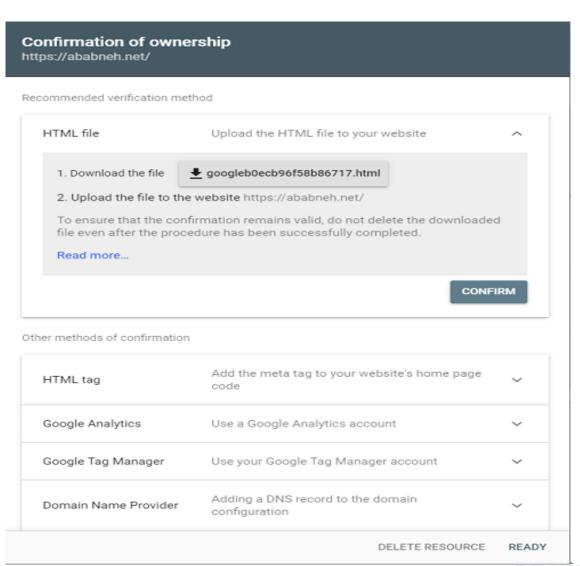
Welcome to Search Console!

To start checking, select a resource type





This page will then appear and ask for confirmation information. Choose the easiest way for you and follow the prompts. After verification, you will get access to the console.







GOOGLE ANALYTICS CONNECTION

Go to Google Analytics and log in, then click the Admin button at the bottom of the left menu. Select property options from the drop-down menu.

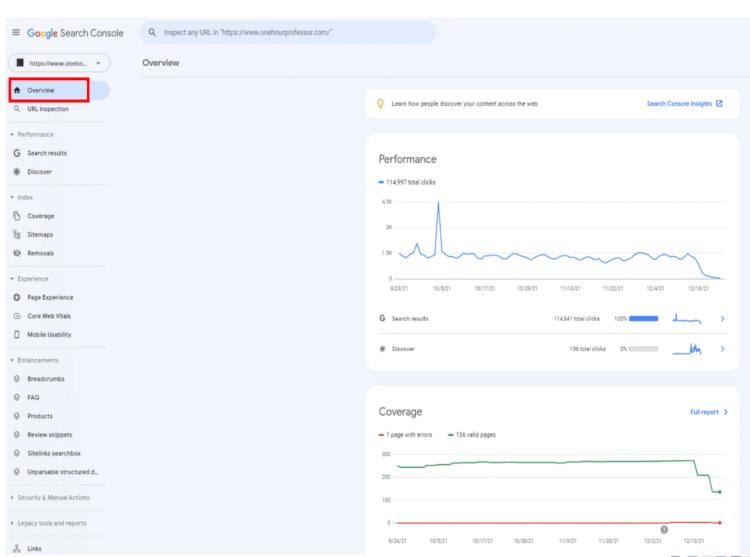
Find the Customize Search Console button by scrolling down. Now you need to click the "Add" button.





FEATURES OF GOOGLE SEARCH CONSOLE

Google Search Console is a powerful tool that has a wide range of features to help you accurately monitor different aspects of your website.







WEBSITE ADDRESS VERIFICATION

• Google recommends that you use the website address checker with caution, as incorrect website address parameters can negatively affect how the search engine crawls your website. You can scan any URL on your website by typing it into the address search box. the top of the page.

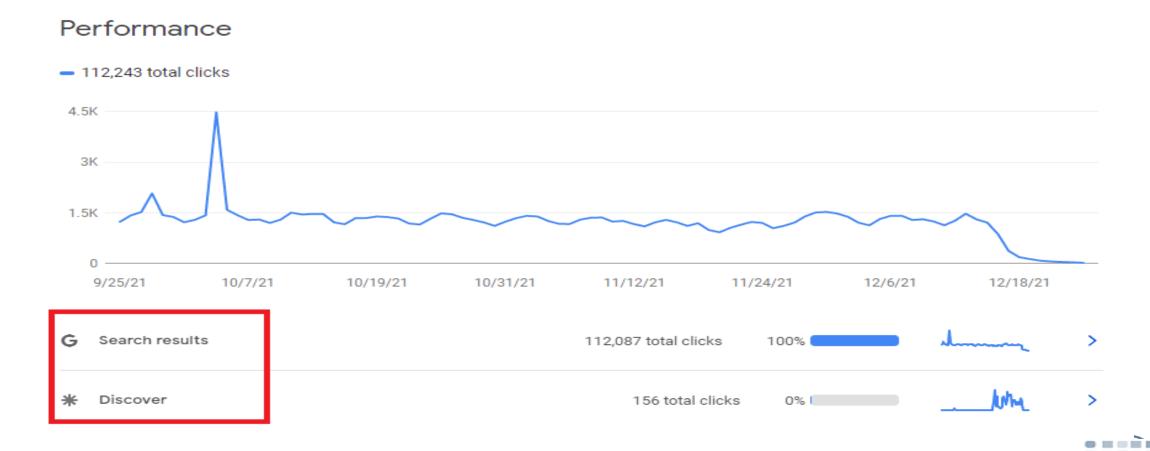
≡ Google Search Console	Q Inspect any URL in "https://www.one	hourprofessor.com/"
https://www.onehou 🔻	Unparsable structured data	
♠ Overview		
Q URL inspection		
▶ Performance		☑ Error
▶ Index		O No issues
▼ Experience		Pages
Page Experience		3
Core Web Vitals		2
☐ Mobile Usability		1





WEBSITE PERFORMANCE

• In the "Performance" tab, you can evaluate your performance in Google search rankings in more detail. Here you can choose to view search results or Discovery to better understand how your content is performing.

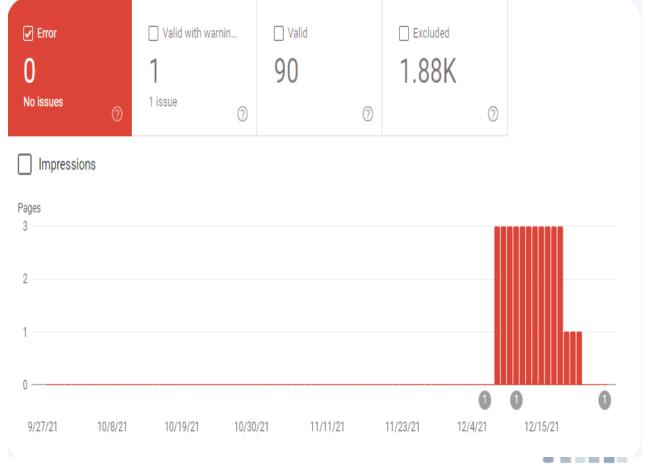




WEBSITE INDEX

• This tab allows you to view coverage, sitemaps, and removals. Coverage: A report will appear showing how Google has processed your website. This includes any errors on the page that could potentially prevent you from achieving higher search engine rankings.

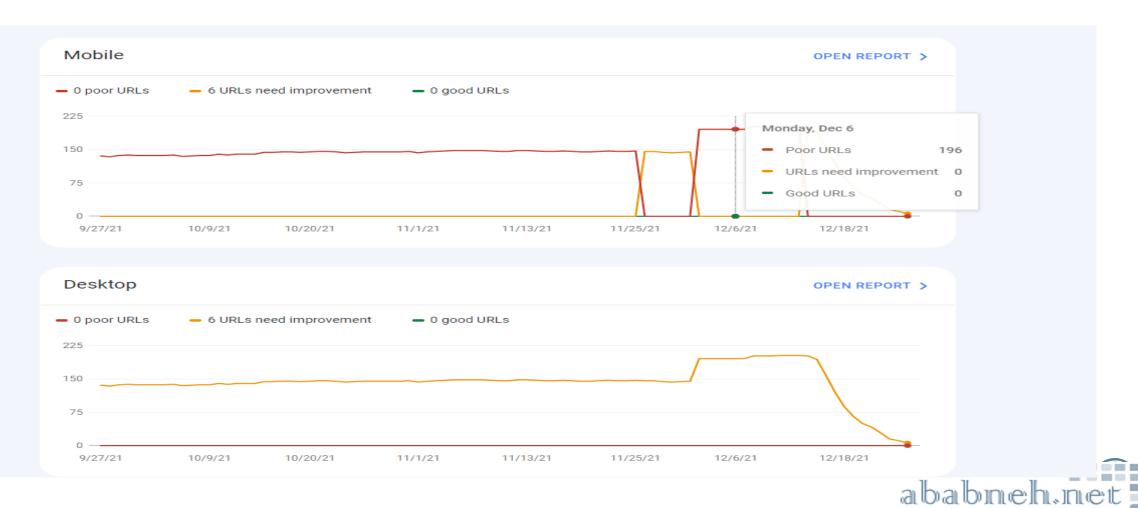






MAIN WEB TRENDS OF THE WEBSITE

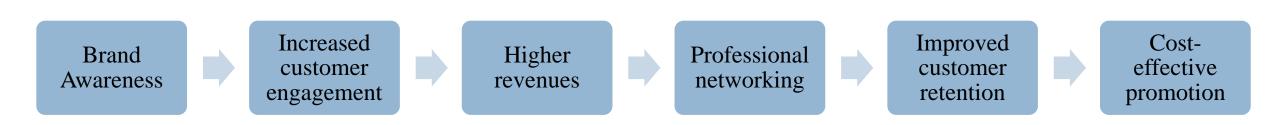
• Among the many page usability signals is the Top Web Trends report, which lets you see how your website is performing based on real-world usage data. You'll be able to view your stats for both mobile and desktop, and see which website titles need improvement when you open the report.





10. WEBSITE PROMOTION

Importance of website promotion: The website is the basis of the presence and direct representation of the organization through the Internet, because the creation of the website is the main tool of influence on consumers, since the success of the marketing work through digital channels and the Internet depends on the website design to ensure that the organization achieves its strategic business goals.





AL-Ababneh WEBSITE PROMOTION FEATURES FOR SEO

Increase brand trust of the organization

Increase targeted actions and traffic to the organization's website

Ensure long-term SEO results

Optimize cost of SEO services

Increase coverage of the target audience



ALAbabneh TOOLS FOR ANALYZING WEBSITE PROMOTION RESULTS

- 1. Google Analytics: This is a free, comprehensive tool that provides detailed information about web traffic, user behavior, and campaign performance, as well as tracking, reporting, and visualization capabilities.
- 2. Moz SEMrush: Paid tools that help track and analyze a website's SEO performance, providing valuable information about organic search rankings, backlinks, and competitors.
- 3. Hotjar: A user behavior analysis tool that uses heat maps, session recordings, and surveys to understand how visitors interact with a website and identify areas for improvement.





BENEFITS OF WEBSITE PROMOTION

Increase website traffic	<u> </u>	
Improve website position in search engine results)——	
Attract a targeted audience and increase the number of potential customers		
Enhance brand awareness and increase engagement.		
Increase sales and revenue		
Enhance customer trust and credibility		
Ability to communicate with the audience and collect feedback and opinions		
Enhance social relationships and social networks on the Internet		
Provide valuable and enriching content to the audience		
Increasing opportunities for expansion and growth of work and business on the Internet]	
	TI.	31



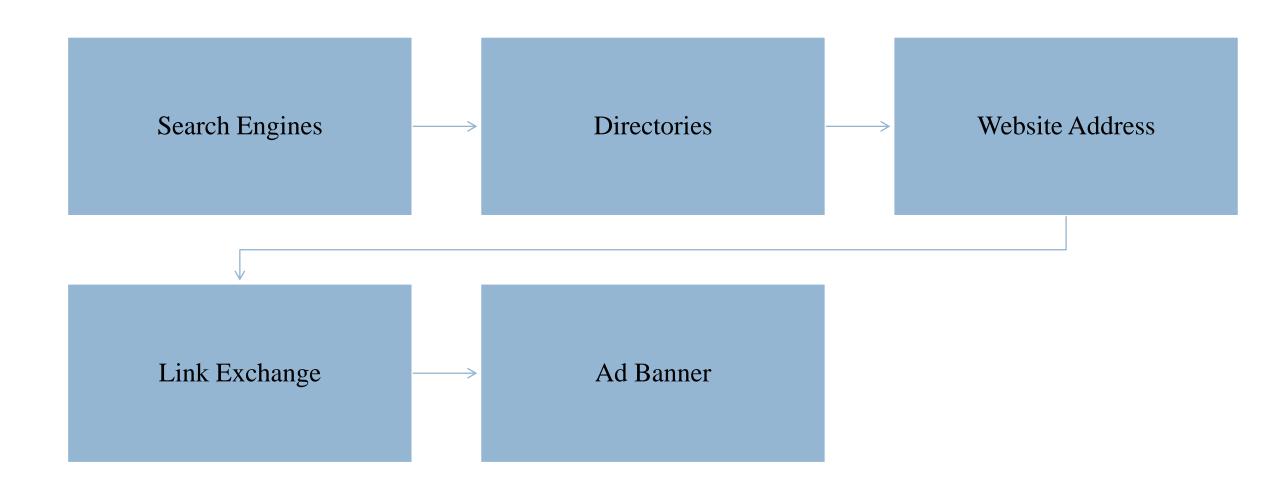
ELEMENTS TO BE CONSIDERED WHEN PROMOTING THE ORGANIZATION'S WEBSITE

No	Website Promotion Element	Features of the website promotion element	
1.	Organization Vision	Define the future image of the organization, determine what it will be like in the future, and develop plans, steps and strategies to enable the organization to determine where we want to go.	
2.	Organization Mission	The main mission of the organization: Why do we need the organization and its products? Characteristics of its activities and its value to customers.	
3.	Market Segment	Identify target market segments and develop a competitive position for the organization within them.	
4.	Customer Pain Points	The main objectives of the products and what are their objectives and value to the customer, what products does the organization offer to customers? What is its main strategy?	
5.	Organization Uniqueness A unique presentation of the features of the products, what distinguishes them from each other, and what is the value that satisfies the end user.		
6.	Organization Brand	Create the organization's distinctiveness and marketing brand and position the organization according to its strengths (strength, quality, simplicity, etc.).	
7.	Organization Positioning	The value of the organization's products to the target audience.	





WAYS TO PROMOTE A SITE CONNECTED TO THE INTERNET





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WAYS TO PROMOTE YOUR ONLINE WEBSITE

LinkedIn

Twitter

YouTube

Instagram

TikTok

Facebook

Free places to promote websites

Pinterest





MODERN SERVICES AND TOOLS FOR SITE SECURITY CONTROL

CONTROL			
Service name and monitoring tool	Key Features of Website Monitoring Service and Tool		
Pingdom	Website monitoring service that shows its performance in real time, and checks performance by simulating the behavior of real visitors or users, suitable for marketers, hosting providers and web developers.		
Host-tracker	Service that quickly checks the availability of a website on the Internet and connects within a minute and allows monitoring the availability of a website on the Internet from different locations in the world.		
Siteintime	Monitoring service for developers and administrators In case of a website down, website owners will know before customers, the service automatically checks the website every two minutes from all over the world.		
Webopulsar	Website performance monitoring service that checks availability over HTTP and HTTPS protocols using HEAD, GET and POST methods.		
()kmeter	The monitoring service is automatically installed on the website, so you do not need to enter a line of code, because the program itself installs the necessary plugins.		
Uptimedoctor	A monitoring service that is automatically installed on one website and can automatically control 5 websites at the same time.		
Monitoriis	A service for monitoring websites, servers and databases suitable for scanning viruses on the website and controlling files: deletions, downloads and changes.		
	A comprehensive website scanning service that works in both manual and automated modes, with automatic scanning performed every minute.		
Pinglin	A service that monitors the operation of a website and helps to eliminate malfunctions, it is similar in functionality and design to Uptimedoctor.		
Untimerobot com	A tool that helps monitor the performance of a website in real time, there is a dedicated status page for the website that can be viewed by users.		
Site 24x7	A tool to help evaluate website performance, functionality and accessibility, the service can also monitor hosting servers and cloud operation Diagnostic tool to quickly run applications, in addition, monitor router operation and traffic consumption.		



THANK YOU FOR YOUR