

Search Engine Optimization (SEO) SOP

COMPANY Search Engine Optimization (SEO) Standard Operating Procedure (SOP)

Subject: Search engine optimization (SEO)

SOP statement: A comprehensive search engine optimization (SEO) standard operating procedure (SOP) that considers ADA compliance guidelines.

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Introduction

This SEO standard operating procedure (SOP) is a comprehensive guide designed to navigate the intricate intersection of search engine optimization (SEO) and ADA (Americans with Disabilities Act) compliance. You'll find detailed instructions, best practices, and strategies to ensure that COMPANY.com is not only optimized for search engines, but also accessible to users of all abilities, fostering an inclusive online environment.

1.1 Purpose of the SEO SOP

The purpose of this SEO standard operating procedure (SOP) is to establish a comprehensive and standardized set of guidelines for optimizing websites to enhance their search engine visibility. Adhering to these guidelines is crucial for achieving and maintaining high rankings on search engine results pages (SERPs). Furthermore, this SOP emphasizes the significance of incorporating ADA (Americans with Disabilities Act) compliance guidelines into the SEO process.

[ADA compliance](#) is a critical aspect of modern website development and optimization, ensuring that digital content is accessible to individuals with disabilities. By integrating ADA compliance into COMPANY's SEO practices, the company not only aligns with legal requirements but also contributes to creating

an inclusive online environment for all users. This SEO SOP serves as a reference document to guide SEO practitioners in understanding and implementing best practices, including those related to ADA compliance.

1.2 Overview of ADA compliance

ADA compliance refers to the adherence of digital content and technology to the accessibility standards outlined in the Americans with Disabilities Act. This legislation prohibits discrimination against individuals with disabilities and extends to online platforms, requiring websites to be accessible to people with various impairments.

Key aspects of ADA compliance include:

a. Web content accessibility guidelines (WCAG)

The SEO SOP emphasizes familiarity with the WCAG, a set of guidelines developed by the World Wide Web Consortium (W3C) to ensure that web content is perceivable, operable, understandable, and robust for individuals with disabilities.

b. Inclusive design

Inclusivity in design involves creating digital content that is accessible to a diverse audience, regardless of their abilities or disabilities. The SEO SOP underscores the importance of incorporating inclusive design principles into search engine optimization strategies.

c. SEO and ADA compliance integration

The overview highlights the synergy between SEO and ADA compliance, emphasizing that optimizing for accessibility not only meets legal obligations but also positively influences search engine rankings. Search engines increasingly value user experience, and an accessible website contributes to a positive user experience for all visitors.

d. Legal implications

The SEO SOP briefly outlines the legal ramifications of non-compliance with ADA guidelines. Non-compliance can lead to legal actions and penalties, making it

imperative for search engine optimization (SEO) practitioners to integrate accessibility considerations into their optimization efforts.

In conclusion, the incorporation of ADA compliance into our SEO practices is not only ethically responsible but also strategically advantageous. This SOP provides a foundation for understanding and implementing SEO strategies that prioritize accessibility, ensuring that COMPANY's digital presence is inclusive and compliant with legal standards.

Keyword research

Keyword research is a crucial step in optimizing content for search engines. The goal is to identify relevant keywords that align with the content's purpose and ensure they are ADA-compliant to promote inclusivity.

2.1 Identifying relevant keywords

Identify and select keywords that are relevant to COMPANY's content and likely to be used by its target audience. Follow these guidelines to conduct effective keyword research:

2.1.1 Understand COMPANY's business and audience

- **Define your business objectives:** Clearly understand the primary goals and objectives of COMPANY and COMPANY.com.
- **Know your target audience:** Identify and define COMPANY's target audience. Consider demographics, interests, online behavior, etc.

2.1.2 Brainstorm and create a seed list

- **List core topics:** Brainstorm and create a list of core topics related to COMPANY's business and industry.
- **Use customer feedback:** Consider feedback from customers and clients to identify words and phrases they commonly use.

2.1.3 Leverage keyword research tools

- **Use keyword planner tools:** Utilize tools like Google Keyword Planner, SEMrush, etc. to identify relevant keywords.
 - COMPANY uses [SEMrush](#) and [Siteimprove](#).

- **Analyze competitor keywords:** Study the keywords that competitors are targeting. Identify gaps and opportunities.

2.1.4 Prioritize long-tail keywords

- **Focus on specific phrases:** Prioritize branded and non-branded long-tail keywords (phrases with 3-6 words) that are specific to COMPANY's solutions and services.
- **Consider user content:** Understand user intent behind the keywords. Are users looking for information, products, or services?

2.1.5 Evaluate keyword difficulty and search volume

- **Assess keyword difficulty:** Consider the competition for each keyword. Choose a mix of high and low difficulty keywords.
- **Check search volume:** Prioritize keywords with a balance of search volume. High volume may bring more traffic, but low volume may have less competition.

2.1.6 Group keywords strategically

- **Create keyword groups:** Organize keywords into logical groups. This helps in creating targeted content and optimizing specific pages.
- **Align with content strategy:** Ensure that keyword groups align with COMPANY's overall content strategy.

2.2 Ensuring keywords are ADA-compliant

ADA compliance extends beyond website accessibility to include content. Ensure that the chosen keywords align with ADA principles, making COMPANY's content accessible to a wider audience:

2.2.1 Use clear and descriptive keywords

- **Avoid ambiguity:** Choose keywords that clearly represent the content. Ambiguous keywords may result in misleading content.
- **Prioritize clarity:** Opt for keywords that align with plain language principles. This aids users with cognitive disabilities.

2.2.2 Include keywords in alternative text (alt text)

- **Optimize alt text:** When using images, include relevant keywords in the alt text. This not only aids in SEO but also provides context for users with visual impairments.
- **Focus on descriptive alt text:** Ensure alt text accurately describes the content or purpose of the image.

2.2.3 Test keyword readability

- **Consider readability:** Choose keywords that are easy to read and understand. This is crucial for users with cognitive disabilities.
- **Use readability tools:** Utilize readability tools to assess the simplicity and clarity of chosen keywords.

2.2.4 Align keywords with inclusive language

- **Avoid exclusionary terms:** Be mindful of using language that may be exclusionary. Opt for inclusive language to ensure a diverse audience feels welcome.
- **Consider cultural sensitivity:** Take cultural sensitivities into account when selecting keywords.

On-page SEO

Effective on-page SEO involves optimizing individual web pages to rank higher in search engine results and enhance user experience. The following guidelines address key on-page elements.

3.1 Title tags and meta descriptions

The optimization of title tags and meta descriptions is a fundamental aspect of on-page SEO. Crafting clear, descriptive titles and succinct meta descriptions not only enhances search engine visibility but also ensures that users, including those with disabilities, can quickly grasp the content's relevance.

3.1.1 Crafting descriptive and accessible titles

- **Prioritize clarity:** Create titles that clearly convey the topic or purpose of the page. Avoid vague or misleading titles.
- **Include target keywords:** Incorporate relevant keywords naturally within the title to improve search engine visibility.

- **Limit length:** Keep titles concise (70 characters or less) to ensure they display properly in search results.
- **Consider user intent:** Craft titles that align with user intent, providing valuable information or indicating the page's purpose.

3.1.2 Writing ADA-compliant meta descriptions

- **Describe content clearly:** Write meta descriptions that succinctly describe the page's content. This helps users, including those with disabilities, understand what to expect.
- **Include relevant keywords:** Incorporate targeted keywords in meta descriptions but prioritize clarity and user understanding.
- **Maintain conciseness:** Limit meta descriptions to around 150-160 characters to ensure they display well in search results.
- **Avoid misleading information:** Ensure meta descriptions accurately represent the content to avoid misleading users.

3.2 Header tags (H1, H2, H3, etc.)

Effective use of header tags, such as H1, H2, and H3, etc., is crucial for organizing content and improving both SEO and accessibility. Properly structured headers provide a hierarchical outline of page content, aiding users in navigating and understanding the information.

3.2.1 Structuring headers for accessibility

- **Use hierarchy effectively:** Employ header tags in a hierarchical structure (H1 for main headings, H2 for subheadings, etc.) to improve content organization.
- **Include keywords naturally:** Integrate relevant keywords into headers when possible, maintaining a natural and readable flow.
- **Provide context:** Ensure headers provide context about the content beneath them, aiding users in understanding the page structure.
- **Use assistive technologies:** Verify that headers are navigable and make sense when using screen readers or other assistive technologies.

3.3 Image optimization

Image optimization involves more than just file sizes; it's about making visuals accessible. By employing descriptive alt text, thoughtful file naming, and ensuring

compatibility with assistive technologies, you enhance the user experience for everyone, including those with visual impairments.

3.3.1 Alt text best practices

- **Write descriptive alt text:** Craft alt text that concisely describes the image, conveying its purpose or content.
- **Include keywords:** Incorporate relevant keywords naturally in alt text to enhance SEO.
- **Avoid redundancy:** Don't repeat information already present in the surrounding text. Alt text should complement, not duplicate.
- **Test with screen readers:** Verify that alt text is effectively conveyed by screen readers for users with visual impairments.

3.3.2 Image file naming conventions

- **Use descriptive file names:** Rename image files with descriptive and relevant names rather than generic identifiers.
- **Utilize hyphens:** Separate words in file names with hyphens (-) to enhance readability.
- **Avoid special characters:** Minimize the use of special characters and spaces in file names to prevent potential issues.

3.4 Content formatting

Well-structured content formatting is essential for readability and user engagement. From choosing accessible fonts and colors to implementing proper line spacing and paragraph structure, these considerations not only contribute to an aesthetically pleasing design but also ensure an inclusive experience for all users, regardless of their abilities.

3.4.1 Using accessible fonts and colors

- **Choose readable fonts:** Opt for clear and readable fonts to enhance accessibility.
- **Contrast for visibility:** Ensure sufficient contrast between text and background colors for readability.
- **Avoid overly small text:** Maintain a reasonable font size, especially for body text, to accommodate users with visual impairments.

3.4.2 Proper line spacing and paragraph structure

- **Use consistent spacing:** Maintain consistent line spacing throughout the content for readability.
- **Break content into digestible sections:** Divide content into paragraphs and use subheadings to break up large blocks of text.
- **Test with screen readers:** Verify that content structure is preserved when using screen readers.

URL structure

The structure of your website's URLs plays a pivotal role in both search engine optimization (SEO) and accessibility. A well-crafted URL provides clarity to users and search engines alike. This section outlines guidelines for creating SEO-friendly URLs and ensuring they are accessible according to ADA principles.

4.1 Creating SEO-friendly URLs

- **Use descriptive keywords:** Incorporate relevant keywords in the URL to reflect the content of the page.
- **Keep it short and simple:** Aim for concise URLs that are easy to read and remember. Avoid unnecessary parameters and characters.
- **Utilize hyphens:** Use hyphens to separate words in URLs, enhancing readability and search engine recognition.
- **Avoid stop words:** Exclude unnecessary stop words to maintain brevity and clarity in the URL.

4.2 Ensuring URLs are ADA accessible

- **Use readable characters:** Avoid special characters, percent encoding, or symbols that may pose challenges for assistive technologies.
- **Provide clear structure:** Ensure that the hierarchy of URLs reflects the content structure, making it easier for users to understand.
- **Implement 301 redirects:** If URLs change, use 301 redirects to maintain accessibility and prevent broken links.
- **Test with accessibility tools:** Regularly test URLs with accessibility tools to ensure compatibility with assistive technologies.

Link building

Effective link building is a cornerstone of a robust SEO strategy, influencing both search engine rankings and user navigation. This section provides guidelines for internal linking

within COMPANY.com and external linking to other reputable sources, ensuring a well-connected and authoritative online presence.

5.1 Internal linking best practices

- **Use descriptive anchor text:** Utilize anchor text that clearly describes the linked content, providing context to both users and search engines.
- **Create a logical hierarchy:** Establish a logical hierarchy of internal links, ensuring that pages are interconnected in a way that aligns with COMPANY.com's structure.
- **Prioritize relevance:** Link to related content that adds value to the user, creating a seamless and informative journey within COMPANY.com.
- **Regularly audit links:** Conduct periodic audits to check for broken links and ensure the continued relevance of internal link structures.

5.2 External linking guidelines

- **Link to authoritative sources:** Connect to reputable websites and sources that provide additional context or evidence to support COMPANY's content and message.
- **Use nofollow attributes when appropriate:** For links to less-trusted or user-generated content, consider using the "nofollow" attribute to prevent passing authority to these pages.
- **Avoid overlinking:** Maintain a balance between internal and external links to prevent overwhelming users and diluting COMPANY's site's authority.
- **Regularly verify external links:** Periodically check external links to ensure they remain active and relevant, updating or removing them as needed.

Technical SEO

Technical SEO focuses on optimizing the technical aspects of COMPANY.com to enhance its performance, user experience, and search engine visibility. This section outlines key guidelines for website speed optimization and mobile optimization, addressing crucial elements such as image compression, code optimization, responsive design, and mobile-friendly navigation.

6.1 Website speed optimization

Efficient website speed is integral to both user satisfaction and search engine rankings. Follow these guidelines to optimize your website's loading times:

6.1.1 Image and file compression

- **Utilize efficient formats:** Choose image formats like JPEG or WebP and employ compression techniques ([TinyPNG](#) and [PDF Compressor](#)) to reduce file sizes without compromising quality.
- **Implement lazy loading:** Load images progressively as users scroll, prioritizing visible content improving initial page load times.
- **Regularly optimize images:** Periodically review and optimize images, ensuring they align with the evolving needs of your website.

6.1.2 Minimizing CSS and JavaScript

- **Minify code:** Minimize CSS and JavaScript files to reduce their size, accelerating page loading.
- **Combine files:** Consolidate multiple CSS and JavaScript files into a single file each to minimize HTTP requests.
- **Utilize browser caching:** Enable caching to store static files on users' devices, reducing load times for returning visitors.

6.2 Mobile optimization

Given the prevalence of mobile browsing, optimizing COMPANY.com for mobile devices is essential for SEO and user experience (UX).

6.2.1 Responsive design

- **Prioritize responsive design:** Design COMPANY.com to be responsive, ensuring content adapts seamlessly to various screen sizes and devices.
- **Test across devices:** Regularly test COMPANY.com's responsiveness across different devices and browsers to guarantee a consistent user experience.
- **Optimize media queries:** Fine-tune media queries to ensure optimal content presentation on diverse screen sizes.

6.2.2 Mobile-friendly navigation

- **Streamline navigation:** Simplify menus and navigation for mobile users, prioritizing ease of use and accessibility.

- **Optimize touch controls:** Ensure interactive elements are touch-friendly, allowing users to navigate effortlessly on touchscreen devices.
- **Test mobile loading times:** Verify that mobile pages load swiftly, enhancing the overall mobile experience.

Accessibility testing

Ensuring the accessibility of COMPANY.com is crucial for providing an inclusive online experience. This section outlines the steps involved in conducting ADA compliance audits, utilizing both automated testing tools and manual testing methods, and emphasizes the importance of documenting test results for ongoing improvement.

7.1 Conducting ADA compliance audits

Conducting regular ADA compliance audits is essential to identify and address potential accessibility issues on COMPANY.com. This involves a combination of automated testing tools and manual assessments to ensure comprehensive coverage.

7.1.1 Automated testing tools

- **Utilize accessibility testing tools:** Employ automated tools such as Axe, WAVE, or Lighthouse to scan COMPANY.com for common accessibility issues.
 - COMPANY uses [Siteimprove](#).
- **Address high-priority issues first:** Prioritize and address critical issues flagged by automated tools, ensuring a swift resolution of major accessibility concerns.
- **Integrate testing into development workflow:** Integrate automated accessibility testing into your development workflow to catch issues early in the process.

7.1.2 Manual accessibility testing

- **Conduct keyboard navigation tests:** Ensure all interactive elements are accessible and functional using keyboard navigation alone.
- **Verify screen reader compatibility:** Test COMPANY.com using screen readers to ensure compatibility and proper interpretation of content.
- **Assess color contrast:** Manually review color contrast to ensure readability for users with visual impairments.
- **Evaluate form accessibility:** Verify that all form elements are properly labeled and usable for individuals with disabilities.

7.2 Documenting test results

Documenting test results is a critical phase in the accessibility testing process, providing a systematic approach to recording findings and formulating a roadmap for improvements. This section emphasizes the importance of creating comprehensive reports, prioritizing identified issues, establishing a clear remediation plan, and maintaining an ongoing commitment to tracking progress over time.

7.2.1 Create comprehensive reports

- **Collate test findings:** Gather findings from both automated and manual accessibility tests, compiling a comprehensive overview of identified issues and areas of concern.
- **Include detailed summaries:** Provide detailed summaries for each identified issue, specifying its nature, affected elements, and potential impact on users, ensuring a thorough understanding for stakeholders.
- **Incorporate visual aids:** Enhance clarity by incorporating visual aids such as screenshots, examples, or annotated images within the reports, offering visual context for identified issues.

7.2.2 Include prioritization of issues

- **Assign severity levels:** Categorize each identified issue based on severity levels, distinguishing between critical, high, medium, and low priority concerns.
- **Consider user impact:** Prioritize issues considering their potential impact on UX, ensuring that critical accessibility barriers are addressed promptly.
- **Facilitate targeted remediation:** Enable developers and stakeholders to focus on high-priority issues first, facilitating a targeted and efficient remediation process.

7.2.3 Establish a remediation plan

- **Outline specific tasks:** Break down each identified issue into specific remediation tasks, providing clear instructions for developers on the steps needed to address the problems.
- **Assign responsibilities:** Clearly define responsibilities for each task, specifying the individuals or teams responsible for implementing the remediation efforts.

- **Set realistic deadlines:** Establish realistic deadlines for completing each remediation task, promoting accountability and ensuring a structured approach to accessibility improvements.

7.2.4 Track progress over time

- **Implement tracking system:** Utilize a tracking system to monitor the progress of each remediation task, creating a dynamic overview of the overall accessibility improvement process.
- **Regularly update status:** Regularly update the status of each task within the tracking system, providing stakeholders with real-time insights into the ongoing efforts and achievements.
- **Adapt remediation plan:** Periodically revisit and adapt the remediation plan based on progress, identifying new issues, and adjusting priorities as needed to maintain a responsive approach to accessibility improvements.

Writing accessible and optimized content

Creating accessible, optimized content goes beyond aesthetics; it ensures that information is readily available to users of all abilities. For example, writing in plain language benefits users with various cognitive abilities and language proficiency levels. Follow these guidelines to ensure COMPANY.com's content is more inclusive and optimized:

8.1 Plain language principles

- **Simplify language:** Use clear and straightforward language to enhance understanding, avoiding unnecessary jargon or complex terms.
- **Break down complex ideas:** If conveying complex ideas, break them down into simpler, digestible sections to facilitate comprehension.
- **Prioritize clarity:** Strive for clarity in sentence structure and overall communication, making information accessible to a diverse audience.

8.2 Providing text alternatives for non-text content

- **Create descriptive alt text:** For images, charts, or graphs, provide descriptive alt text that conveys the content's meaning for users who rely on screen readers.
- **Utilize ARIA roles:** Implement accessible rich internet applications (ARIA) roles for dynamic content, ensuring proper interpretation by assistive technologies.
- **Caption and transcribe multimedia:** Include captions for videos and transcriptions for audio content to accommodate users with hearing impairments.

8.3 Creating high-quality, accessible, and engaging E.E.A.T. content

- **Blog posts, case studies, etc.:** Ensure that targeted keywords, the language customers (and searchers) use (semantic search), and search intent are considered.
- **Perform competitor research:** Research competitors for each piece of content
- **Follow SEO best practices:** The internal content team and outside agencies should ensure that SEO best practices are followed.
- **Incorporate multimedia into content:** Infographics, CTA callouts, and videos can enhance engagement and help to drive organic traffic and conversions
- **Consider programmatic SEO:** Create keyword targeted pages in an automatic or near automatic way.
- **Create interactive content:** Drive organic traffic and conversions with select pieces of interactive content. For example, the AR maturity model.

8.4 Optimizing for generative AI (added on June 14, 2024)

As search engines like Google and Bing increasingly integrate generative AI into their platforms, it's crucial to adapt content strategies to leverage these advancements. Generative AI can create, summarize, and enhance content, offering new opportunities for visibility and engagement.

8.4.1. Understanding Generative AI in Search

- **Definition:** Generative AI refers to artificial intelligence systems that generate text, images, or other media based on input data. In the context of search, these systems enhance search results with rich, contextually relevant content.
- **Impact:** Generative AI improves search accuracy and provides users with more detailed answers, reducing the need for multiple queries. It influences how content is ranked and displayed, making optimization essential for maintaining visibility.

8.4.2 Importance of Generative AI Optimization

- **Enhanced user experience:** AI-generated summaries and insights improve user satisfaction by delivering precise information quickly.
- **Increased visibility:** Content optimized for AI is more likely to be featured in AI-generated snippets, voice search results, and other rich media formats.

- **Competitive edge:** Early adoption and optimization for generative AI can differentiate your content from competitors, positioning your brand as innovative and user centric.

8.4.3 Best practices for optimizing content for generative AI

Focus on quality and relevance

- Create high-quality, in-depth content that addresses user intent comprehensively.
- Use clear, concise language and structure to facilitate AI understanding and summarization.

Incorporate structured data

- Utilize schema markup to provide search engines with structured information about your content.
- Implement relevant schema types, such as Article, FAQ, and How-to, to enhance AI comprehension.

Enhance content with FAQs and summaries

- Include FAQ sections and concise summaries that AI can easily extract and display in search results.
- Use bullet points, lists, and clear headings to organize information logically.

Optimize for voice search

- Write content in a natural, conversational tone to align with voice search queries.
- Focus on long-tail keywords and question-based phrases that users are likely to speak.

Leverage multimedia

- Incorporate relevant images, videos, and infographics that enhance content value.
- Use descriptive alt text and captions to provide context for multimedia elements.

Monitor AI-driven insights

- Use analytics tools to track performance changes related to AI-driven search features.
- Adjust content strategies based on insights from AI-generated data and trends.

8.4.4 Staying updated on AI developments

- **Follow industry news:** Regularly read updates from reputable sources like Google Webmaster Blog, Bing Webmaster Blog, and SEO news platforms.
- **Engage in training:** Participate in webinars, courses, and conferences focused on AI and SEO.
- **Experiment and adapt:** Continuously test new strategies and analyze their impact, staying flexible to adapt to evolving AI technologies.

By optimizing content for generative AI, the content team can enhance search visibility, improve user engagement, and stay ahead in the rapidly evolving digital landscape.

Monitoring and reporting

It's essential to consistently assess COMPANY.com's performance in the digital realm. By closely monitoring key performance indicators and leveraging analytics tools, you can gain valuable insights to refine and enhance SEO strategies, ensuring COMPANY.com's online presence remains dynamic and effective.

9.1 Regular SEO performance monitoring

Regularly monitoring COMPANY.com's SEO performance is crucial for staying ahead in search engine rankings. Follow these guidelines to ensure the SEO strategy remains effective:

9.1.1 KPIs, analytics tools, and regular audits

- **Track key performance indicators (KPIs):** Monitor essential KPIs such as organic traffic, keyword rankings, and conversion rates to gauge the impact of your SEO efforts.
- **Utilize analytics tools:** Leverage tools like [PiwikPro](#), [Google Search Console](#), Bing Search Console, and other SEO analytics platforms to gain valuable insights into user behavior and search engine interactions.
- **Conduct regular audits:** Perform periodic SEO audits to identify areas for improvement, including broken links, crawl issues, and opportunities for keyword optimization.

- This is done through [SEMrush](#) and [Siteimprove](#).

9.2 ADA compliance monitoring

Continuous monitoring of ADA compliance is essential for maintaining an inclusive online environment. Follow these guidelines to ensure COMPANY.com aligns with accessibility standards:

9.2.1 Accessibility audits, user testing, and staying informed on regulations

- **Regular accessibility audits:** Conduct regular ADA compliance audits using automated tools and manual assessments to identify and address accessibility issues.
 - COMPANY uses [Siteimprove](#).
- **User testing:** Engage users with disabilities in usability testing to gain valuable feedback on the accessibility of COMPANY.com.
- **Stay informed on regulations:** Stay updated on ADA regulations and updates to ensure ongoing compliance with evolving accessibility standards.

9.3 Reporting and documentation

Effective reporting and documentation provide the foundation for informed decision-making and continuous improvement. Follow these guidelines for comprehensive reporting:

9.3.1 Regular reports, actionable insights, and document changes & remediations

- **Create regular reports:** Develop regular reports summarizing SEO performance and ADA compliance status, highlighting key metrics and areas for improvement.
- **Include actionable insights:** Ensure that reports include actionable insights, providing a basis for strategic decisions and adjustments to the SEO and accessibility initiatives.
- **Document changes and remediations:** Keep detailed documentation of changes made to address SEO and ADA compliance issues, aiding in tracking progress over time.

Continuous improvement

Continuous Improvement is the driving force behind maintaining a dynamic and effective online presence. This section explores key strategies for analyzing performance metrics, staying updated on evolving ADA guidelines, and adapting SEO

strategies to foster an environment of perpetual enhancement, ensuring your website remains accessible, visible, and optimized for an ever-evolving digital landscape.

10.1 Analyzing performance metrics

Continuous improvement begins with a thorough analysis of performance metrics. Follow these guidelines to extract meaningful insights and enhance COMPANY.com's effectiveness:

10.1.1 Performance reviews, benchmarking, and feedback

- **Regular performance reviews:** Conduct periodic reviews of SEO and ADA compliance metrics to identify trends, patterns, and areas requiring attention.
- **Benchmark against goals:** Compare current performance metrics against established goals to gauge the effectiveness of current strategies and identify areas for improvement.
- **Utilize feedback loops:** Encourage user feedback and incorporate it into the performance analysis, ensuring a holistic understanding of user experience and satisfaction.

10.2 Staying updated on ADA guidelines

Staying updated on the latest ADA guidelines is crucial for maintaining COMPANY.com and making it accessible to all users. Follow these guidelines to stay informed:

10.2.1. Monitor ADA updates, engage with accessibility communities, and professional advice

- **Regularly check ADA updates:** Monitor official ADA websites and resources for the latest guidelines and updates, ensuring ongoing compliance with evolving standards.
- **Engage with accessibility communities:** Participate in accessibility communities, forums, and conferences to stay informed about emerging trends and best practices in digital accessibility.
- **Seek professional advice:** Consult with accessibility experts or organizations to receive guidance on implementing the latest ADA guidelines and ensuring COMPANY.com remains inclusive.

10.3 Adjusting SEO strategies accordingly

The world of SEO is dynamic, requiring continuous adaptation to stay competitive. Follow these guidelines to adjust SEO strategies in response to evolving trends:

10.3.1 SEO trends, algorithm changes, and competitors

- **Stay informed on SEO trends:** Regularly research and stay informed about current SEO trends and changes in search engine ranking factors.
- **Adapt to algorithm changes:** Adjust SEO strategies based on changes in search engine algorithms, ensuring COMPANY.com remains optimized for improved visibility.
- **Monitor competitor strategies:** Keep an eye on competitors' strategies to identify opportunities and challenges, allowing for refining of the approach.

Conclusion

The essence of this SEO standard operating procedure (SOP) summarizes key guidelines for creating a search engine-optimized digital presence. It also emphasizes the symbiotic relationship between ADA compliance and SEO and underscores the importance of continuous improvement and inclusivity in shaping an effective and user-friendly online experience.

11.1 Summary of key points

This SOP meticulously details guidelines for achieving ADA-compliant SEO, providing a comprehensive roadmap for crafting an accessible and search-engine-friendly website. Key takeaways include:

11.1.1 Holistic approach, content accessibility, technical SEO, and continuous improvement

- **Holistic approach:** Embrace a holistic approach that integrates ADA compliance seamlessly into SEO strategies, enhancing both accessibility and search engine visibility.
- **Content accessibility:** Prioritize plain language principles and provide text alternatives for non-text content to ensure content accessibility for users of all abilities.
- **Technical SEO considerations:** Implement technical SEO optimizations, including website speed enhancements and mobile optimization, to create a seamless and inclusive digital experience.

- **Continuous improvement:** Cultivate a culture of continuous improvement by regularly monitoring performance metrics, staying current with ADA guidelines, and adapting SEO strategies to meet evolving standards.

11.2 Acknowledgment of ADA compliance importance

In the ever-evolving digital landscape, the importance of ADA compliance cannot be overstated. Beyond legal requirements, embracing accessibility is a commitment to inclusivity, ensuring that your digital assets are accessible to everyone, regardless of their abilities. By acknowledging and prioritizing ADA compliance, COMPANY not only adheres to legal obligations but also contributes to a more equitable and user-friendly online environment.

Let this SEO SOP serve as a guide for striving to create a website that is both accessible and optimized for search engines. By integrating these practices into the digital strategy, the company can contribute to a more inclusive online world where information is readily available and user experiences are enhanced for all. Remember, the journey towards ADA-compliant SEO is not a one-time effort but an ongoing commitment to accessibility, usability, and continuous improvement.

Appendices

Appendix A: Glossary of SEO terms

The glossary provides a comprehensive list of terms and definitions related to search engine optimization (SEO), both on-page, off-page, and technical. It serves as a quick reference for employees, stakeholders, and team members to enhance their understanding of SEO terminology.

301 redirect: A permanent redirect from one URL to another, passing the original page's authority to the new one.

302 redirect: A temporary redirect from one URL to another, indicating that the redirection is only temporary.

403 error: Signals that while the server understands the user's request, it refuses access due to insufficient permissions or authentication issues.

404 error: A standard HTTP response code indicating that the server could not find the requested page.

503 service unavailable: An HTTP status code indicating that the server is temporarily unable to handle the request, often used during maintenance or server overload.

A

AI-powered search: AI-powered search technology leverages these signals to learn which results your users see most relevant for your more popular queries. It can also learn what product characteristics matter most across all queries by building machine-learned ranking models.

Algorithm: A set of rules or calculations that search engines use to determine the order of search results.

Algorithm update: Changes made to a search engine's algorithm, impacting how pages are ranked in search results.

Alt text: Descriptive text added to an image tag, providing information about the image for search engines and accessibility purposes.

Anchor link/text: A clickable text in a hyperlink that redirects users to another page, often used for internal or external navigation.

Answer engine optimization (AEO): AI-powered technologies: chatGPT, Google Bard, Bing Copilot, etc.

B

Backlink: A link from one website to another. Backlinks are a crucial factor in SEO, influencing a site's authority and ranking.

Black hat SEO: Unethical or manipulative SEO practices that violate search engine guidelines, risking penalties or bans.

Bounce rate: The percentage of visitors who navigate away from a site after viewing only one page, which can be an indicator of content relevance or user experience.

Breadcrumbs: Navigational links that show the user's path from the homepage to the current page, providing a hierarchical structure.

C

Cache-control: An HTTP header that controls how a web page is cached, helping improve website speed and performance.

Canonicalization: The process of selecting the preferred URL when multiple URLs point to the same or similar content.

Canonical tag: A tag used to specify the preferred version of a URL when duplicate content issues exist.

Canonical URL: The preferred version of a URL when multiple versions of the same page exist, helping to prevent duplicate content issues.

Citation: An online reference to a business's name, address, and phone number (NAP), often used in local SEO.

Cloaking: Showing different content to search engines and users, a practice considered deceptive and against search engine guidelines.

Competitor analysis: The process of researching your competitors to gather insights about their keyword, content, and backlink strategy and using those insights to improve your own SEO.

Competitive density: The density of advertisers (SEM: search engine marketing) bidding on a keyword for their ads on the national level

Content delivery network (CDN): A network of servers distributed geographically to reduce the load time of web pages by serving content from the nearest server to the user.

Conversion funnel: The stages a user goes through, from initial interaction to completing a desired action, such as making a purchase or filling out a form.

Conversion rate: The percentage of website visitors who take a desired action, such as making a purchase or filling out a form.

Crawling: The process by which search engine bots systematically browse and index web pages.

CPC (cost-per-click): Advertiser (SEM: search engine marketing) pays Google for a click on their PPC ad on this keyword's SERP.

CTR (click-through rate): The percentage of people who click on a link compared to the total number of people who view it.

D

Deep linking: Creating hyperlinks that point to specific pages or content within a website, rather than just the homepage.

DNS (domain name system): The system that translates domain names into IP addresses, facilitating the proper routing of internet traffic.

Domain authority (DA): A metric developed by Moz that predicts how well a website will rank on search engine results pages.

Duplicate content: Identical or substantially similar content that appears in more than one location, which can negatively impact SEO.

Dwell time: The amount of time a user spends on a webpage before returning to the search results. It can be an indicator of content quality and relevance.

Dynamic content: Content that changes based on user behavior, preferences, or other factors.

Dynamic URL: A web address generated by a web server based on user inputs, often associated with dynamic web pages.

E

E-E-A-T: Expertise, Experience, Authoritativeness, and Trustworthiness, a set of criteria used by Google to evaluate the quality of content.

Engagement metrics: Various metrics, such as bounce rate, time on page, and click-through rate, indicate how users interact with a website.

Evergreen content: Content that remains relevant and valuable over time, attracting traffic consistently.

F

Featured snippet: A summary of an answer to a user's query, displayed at the top of search results to provide quick information.

G

Geo-targeting: Customizing content or ads based on the geographical location of the user.

Global keyword volume: The combined total of the keyword's monthly search volumes across all of our country databases.

Google analytics: A web analytics service by Google that tracks and reports website traffic.

Google knowledge graph: A knowledge base system that enhances search results by providing detailed information about people, places, and things. It connects related entities, offering a more informative and contextually rich search experience.

Gray hat SEO: Practices that fall between white hat and black hat SEO, often pushing the boundaries of ethical optimization.

H

H-tags or header tags: HTML elements used to define headings and subheadings on a webpage. They range from H1 to H6, with H1 being the main heading and subsequent tags representing subheadings in descending order of importance. Search engines use H-tags to understand the hierarchy and structure of content, making them a crucial aspect of on-page SEO.

Heatmap: A visual representation of user interactions on a webpage, indicating where users click, move, or scroll most frequently.

High converting keywords: Specific terms or phrases that, when used in content or advertising, lead to a significant number of desired actions, such as clicks, purchases, or form submissions, indicating a strong alignment with user intent and a high likelihood of conversion.

Hreflang tag: HTML tag used to specify the language and regional targeting of a webpage, helping search engines serve the correct version to users based on their language or location.

HSTS (HTTP strict transport security): A web security policy mechanism that helps to protect websites against man-in-the-middle attacks such as protocol downgrade attacks and cookie hijacking.

I

Impressions: The number of times a webpage appears in search results, regardless of whether it's clicked.

Inbound link: A link from an external website pointing to your site, also known as a backlink.

Indexing: The process of adding web pages into a search engine's database so they can be retrieved and displayed in search results.

J

JSON-LD (JavaScript object notation for linked data): A lightweight data interchange format used to structure data, often used for structured data markup.

K

Keyword: A specific term or phrase that users enter into a search engine to find relevant information.

Keyword cannibalization: When multiple pages on a website target the same keyword, potentially causing them to compete for rankings.

Keyword clusters: Refers to groups of closely related keywords that share a common theme or intent. This strategic grouping helps search engines understand content relevance and aids in creating comprehensive and contextually rich content around a central topic.

Keyword density: The percentage of times a keyword or phrase appears on a webpage compared to the total number of words.

Keyword difficulty: A metric that tells you how much SEO effort it might take to organically rank a page in the top 10 results on Google for a certain keyword.

Keyword stuffing: The practice of excessively using keywords in a webpage's content, meta tags, or other elements with the aim of manipulating search engine rankings.

Keyword volume: The average number of times per month that a keyword was queried on Google (on the national/local level).

KPI (key performance indicator): Specific metrics used to measure the success of a campaign, strategy, or website.

L

Landing page experience: The quality of a user's experience when they land on a webpage, often assessed by relevance, clarity, and ease of navigation.

Landing page: The specific page on a website that a user arrives at after clicking on a search result or advertisement.

Lazy loading: Delaying the loading of non-essential content, such as images or scripts, until the user interacts with the webpage, improving page speed.

Link bait: Content created with the primary goal of attracting backlinks from other websites.

Link building: The process of acquiring backlinks to a website to improve its authority and search engine rankings.

Link juice: The value or equity passed from one page to another through hyperlinks, contributing to the recipient page's authority.

Local SEO: Optimization strategies focused on improving a website's visibility in local search results, often important for businesses with physical locations.

Long-form content: Content that is typically longer in length, often exceeding 1,000 words, and is comprehensive in its coverage of a topic.

Long-tail keywords: Specific and often longer search queries that typically have less competition but can attract highly targeted traffic.

LSI keywords (latent semantic indexing): Keywords that are semantically related to a primary keyword, helping search engines understand the context of content.

M

Meta description: A brief summary of a webpage's content that appears in search results. It influences click-through rates.

Meta tags: HTML tags that provide metadata about a webpage. Common ones include meta titles and meta descriptions.

Mobile-first indexing: A method where Google primarily uses the mobile version of a page for indexing and ranking.

N

Negative SEO: Deliberate actions taken to harm a competitor's search engine rankings, such as building spammy backlinks.

Niche: A specialized segment of the market for a particular kind of product or service.

No follow: A tag added to a hyperlink to instruct search engines not to pass authority to the linked page.

O

Organic traffic: Website visitors that come from unpaid search engine results.

Orphan page: A webpage that is not linked from any other page on the same website, making it difficult for search engines to discover.

P

Page authority: A metric, often measured on a scale from 0 to 100, indicating the likelihood of a specific page to rank in search engine results.

PageRank: An algorithm used by Google to assess the importance of web pages based on the quantity and quality of their backlinks.

Page rendering: The process by which a web browser displays the content of a webpage, influenced by various factors such as HTML, CSS, and JavaScript.

Page speed: The time it takes for a web page to load fully, a crucial factor in user experience and search engine rankings.

Programmatic SEO: The use of automation, data, and algorithms to streamline and optimize various aspects of search engine optimization, enhancing efficiency and effectiveness in managing and executing SEO strategies.

Q

Query: The actual words or phrases users type into a search engine when looking for information.

Query refinement: The process of users modifying or refining their search queries to obtain more accurate or relevant results.

R

Referring domains: External websites that link to a specific website, influencing its authority and search engine ranking.

Rich results: Search results enhanced with additional information, such as images, reviews, or featured snippets.

Rich snippets: Additional information displayed in search results beyond the traditional title and meta description, often including ratings, reviews, or other structured data.

Robots meta tag: HTML meta tag that provides instructions to search engine robots regarding the indexing and crawling of a webpage.

Robots.txt: A file that instructs search engine bots which pages or sections of a site should not be crawled or indexed.

S

Schema markup: Code added to a webpage to provide search engines with structured information about the content, helping to enhance rich snippets.

Search engine optimization (SEO): The practice of optimizing a website to rank higher in search engine results pages (SERPs) for specific keywords.

Search engine results page (SERP): The page displayed by search engines in response to a user's query, listing relevant websites and their rankings.

Search/User intent: The goal a user has in mind when entering a search query. Intents can be read by the search engine algorithms to show the proper results and SERP features. Intents are classified as either commercial, informational, navigational, or transactional.

Server response codes: HTTP status codes that indicate the response of a server to a browser's request, such as 200 ok, 404 not found, or 500 internal server error.

Sitemap: A file that provides information about the pages, videos, and other files on a website, helping search engines understand its structure.

Social signals: Metrics related to a website's presence and activity on social media platforms, potentially influencing search engine rankings.

SSL/TLS certificate: Secure Sockets Layer (SSL) or Transport Layer Security (TLS) certificates encrypt data transmitted between a user's browser and the website, enhancing security.

Structured data: Markup added to HTML that provides context to search engines about the content on a page, aiding in rich results.

T

Thin content: Content with little substance or value, often considered low-quality by search engines.

Time to first byte (TTFB): The time it takes for a user's browser to receive the first byte of page content after making a request to the server.

Trend: How much interest web searchers have shown in a keyword in the last year.

U

User engagement: Metrics measuring how users interact with a website, such as time on page, click-through rate, and social shares.

User experience (UX): The overall experience a user has when interacting with a website, considered by search engines in ranking algorithms.

User-generated content (UGC): Content created by users of a website, such as reviews, comments, or forum posts.

V

Vertical SEO: The practice of optimizing for search engines within a specific industry or niche.

Vertical search engine: A search engine that focuses on a specific industry or type of content, like images, videos, or news.

Voice search: A technology that enables users to interact with search engines and digital assistants by speaking naturally instead of typing queries.

W

Webmaster tools: Tools provided by search engines, such as Google Search Console, that help webmasters monitor and optimize their site's performance in search results.

White hat SEO: Ethical and best practice SEO techniques that comply with search engine guidelines.

X

XML sitemap: A file that provides a roadmap of URLs on a website to help search engines crawl and index content.

Z

Zero-click searches: Search queries where the user obtains the information they need directly from the search results without clicking on any link.

Appendix B: Resources and references

Appendix B contains a compilation of resources and references related to search engine optimization (SEO). These may include links to relevant websites, articles, guidelines, and other materials that offer additional information and support ongoing learning in the field.

Tools and technologies

SEMrush

Website: <https://www.semrush.com/>

Description: Do SEO, content marketing, competitor research, PPC and social media marketing from just one platform.

Siteimprove

Website: <https://www.siteimprove.com/>

Description: The go-to software for data-driven teams. Optimize your content for everything from SEO and analytics to accessibility.

Screaming Frog

Link: <https://www.screamingfrog.co.uk/seo-spider/>

Description: Fast and advanced SEO site audit tool.

Google Search Console

Website: <https://search.google.com/>

Description: Tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

Google Search Status Dashboard

Link: <https://status.search.google.com/products/rGHU1u87FJnkP6W2GwMi/history>

Description: This page provides status information on the services that are part of Google Search.

PiwikPro

Website: <https://piwik.pro/>

Description: A flexible analytics suite for marketers and analysts that lets you respect user privacy every step of the way.

Moz Authority Checker

Link: <https://moz.com/domain-analysis?>

Description: Enter any domain, and we'll show you the Domain Authority, Page Authority, ranking keywords, and more.

Ahrefs “Authority” Checker

Link: <https://ahrefs.com/website-authority-checker>

Description: Check the “authority” of your domain (as measured by Ahrefs).

Bing Copilot

Link: <https://www.microsoft.com/en-us/bing?ep=0&es=31&form=MA13FV>

Description: Answers are just the beginning. Find out more about what you can do with AI-powered search.

chatGPT

Link: <https://chat.openai.com/auth/login>

Description: Open AI platform.

Copy.AI

Link: <https://www.copy.ai/>

Description: Spend your time where it truly matters—innovating, making key decisions, and driving your business forward.

Google Gemini

Link: <https://gemini.google.com/>

Description: A conversational AI tool by Google

Note: Use Gemini at your own discretion. Read the privacy policy carefully.

Advanced Marketing Institute

Link: <https://www.aminstitute.com/>

Description: Improve your copy with free analysis tools.

Share Through

Link: <https://headlines.sharethrough.com/?headline>

Description: Headline generator.

Guidelines and standards

Bing Webmaster Guidelines

Link: <https://www.bing.com/webmasters/help/webmaster-guidelines-30fba23a>

Description: These guidelines are intended to help you understand how Bing finds, indexes, and ranks websites.

Google Search Engine Optimization (SEO) Starter Guide

Link: <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

Description: SEO—short for search engine optimization—is about helping search engines understand your content, and helping users find your site and make a decision about whether they should visit your site through a search engine.

Google - General Guidelines

Link:

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>

Description: Search Quality Rating Program. As a Search Quality Rater, you will work on many different types of rating projects. The General Guidelines primarily cover Page Quality (PQ) rating and Needs Met (NM) rating; however, the concepts are also important for many other types of rating tasks.

Google Helpful Content

Link: <https://developers.google.com/search/docs/appearance/helpful-content-system>

Link: <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Description: Google Search's *helpful content system* generates a signal used by our [automated ranking systems](#) to better ensure people see original, helpful content created

for people in search results. The page explains more about how the system works, and what you can do to assess and improve your content.

Articles and publications

“How To Rank on Google (According to Danny Sullivan at Google)” (added on June 14, 2024)

Link: <https://www.searchenginejournal.com/how-to-rank-on-google/502095/>

Description: For success on Google, **move away from a mindset of 'how to rank' and move towards user satisfaction**, says Google's Search Liaison, Danny Sullivan

TLDR

What underlines everything, is a need to understand the intent of the user and then to provide the best experience. Based on:

- How easily the page can be accessed.
- How directly the page answers the query.
- How comprehensively the page answers the query.
- How intuitively the page is structured.

This **isn't to say that if you 'build a page, they will come.'** Domain/brand authority, topical relevance, user signals, and links all have an influence on ranking.

Not forgetting, with the **advent of generative AI**, being the source of information and offering quality is going to be even more important.

Once you understand that **building lasting online visibility should be a combination of UX, content strategy, and technical SEO**, you can start to build a robust and lasting SEO strategy.

E-E-A-T can be seen as the playbook combining these things together.

Think about **what a user's motivation is** and **make it as easy as possible** for them to consume that information.

And this underlines the people-first approach to **“make pages for users, not for search engines.”**

It has always been **Google's desire to provide the very best answer to a user's query**, and machine learning and generative AI are the layers that keep refining.

With all these evolutions, **SERPs are becoming more and more personalized.**

Google views signals that it represents **user intent satisfaction** as the way to provide better results.

Again, this circles back to usability and **puts the user at the forefront of SEO strategy – investing in what users want to get the clicks.**

“Google: We Don't Say Core Web Vitals Are A Ranking Factor”

Link: https://www.seroundtable.com/google-core-web-vitals-search-ranking-factor-36834.html?utm_source=search_engine_roundtable&utm_campaign=ser_newsletter_2024-02-05&utm_medium=email

Description: Google's Danny Sullivan said, "We don't confirm any of the things [page experience or core web vitals] as a direct ranking factor." He added, "But to reiterate we look at many things not one thing and even the one thing might not be a direct ranking factor." "It doesn't say it is a ranking factor," Sullivan added.

“E-E-A-T and major updates to Google's quality rater guidelines”

Link: <https://searchengineland.com/google-search-quality-rater-guidelines-changes-december-2022-390350>

Description: The most important change to the QRG is the introduction of the letter E to the start of the popular acronym E-A-T.

“Google advice on improving your site's ranking for future core ranking update”

Link: <https://searchengineland.com/google-advice-on-improving-your-sites-ranking-for-future-core-ranking-update-320184>

Description: Google has finally given us something we can point to after a core update negatively impacts a site's ranking in Google search.

“Reddit Keyword Research: Uncover Hidden SEO Opportunities”

Link: <https://www.semrush.com/blog/how-to-use-reddit-keyword-research-content-marketing-strategy/#what-is-reddit-keyword-research>

Description: A step-by-step process for how to do keyword research on Reddit. And show you the tools you can use to amplify your results.

“The Top 3 Google Ranking Factors That Really Matter (Festive Flashback)”

Link: <https://www.searchenginejournal.com/top-3-google-ranking-factors-that-really-matter-festive/502158/#close>

Description: Gain more insights on what's important to rank according to Google. While there's no straightforward list, understand key signals, industry complexities, and the evolving landscape.

“Google Search Tests Follow This Search & More Results Buttons”

Link: https://www.seroundtable.com/google-search-follow-this-search-more-results-buttons-36610.html?utm_source=search_engine_roundtable&utm_campaign=ser_newsletter_2023-12-26&utm_medium=email

Description: Generally, above the Google Explore is a "more results" button, but Google is now testing adding "Follow This Search" next to the More Results button.

“The Ultimate Guide to Bing SEO”

Link: <https://neilpatel.com/blog/a-simple-guide-to-bing-seo/>

Description: Most marketers don't consider Bing (the most second used search engine) a lucrative channel, but it can be if you've optimized your site for Bing SEO.

“What Is the Future of SEO in 2024? 8 Critical SEO Trends to Know”

Link: <https://www.semrush.com/blog/future-of-seo/#2--zero-click-searches>

Description: The future of SEO is trending towards a more user-centric, ethical, and technically advanced approach.

“The Ultimate SEO Checklist for 2024”

Link: <https://thriveagency.com/news/the-ultimate-seo-checklist-for-2024/#Off-Page-SEO>

Description: Packed with the latest trends and a killer checklist to ensure you're ticking all the boxes.

“The State of Marketing in 2024”

Link: <http://tinyurl.com/the-state-of-marketing-2024>

Description: HubSpot’s report. Navigating business growth with technology and creativity for more human marketing

“Impact of Google SGE: 31% of Marketers Predict Detrimental Effects”

Link: <https://neilpatel.com/blog/impact-of-google-sge/>

Description: The results of NP Digital’s survey on SGE impacts.

“What is International SEO?”

Link: <https://www.brightedge.com/glossary/international-seo>

Description: International SEO is the process of optimizing your site for international search engines, so bots can more easily identify the country and languages your site is targeting.

“7 Ways to Fail at International SEO”

Link: <https://www.semrush.com/blog/7-ways-to-fail-at-international-seo/>

Description: Establishing a multilingual and/or multi-country Web presence to expand your business reach to a wider international audience requires an in-depth understanding of your target markets as well as international SEO.

“High Converting Keywords: Find Yours & Learn to Craft an Enticing Offer”

Link: <https://seo.thefxck.com/interviews/high-converting-keywords/>

Description: Every SEO strategy should be built to win high-converting keywords.

“The Ultimate Guide to Google SGE”

Link: <https://www.brightedge.com/google-sge>

Description: The ultimate resource for digital marketers to understand all the ways SGE will impact search results.

“December 2023 SEO Industry Updates”

Link: <https://www.conductor.com/blog/december-2023-industry-news/#google-alters-search-rankings-to-prioritize-first-hand-knowledge>

Description: Google and the search industry had some major announcements roll out in December 2023.

“A Beginner’s Guide to A/B Testing SEO Landing Pages”

Link: <https://neilpatel.com/blog/ab-testing-seo-landing-pages/>

Description: You can gain a lot from A/B split testing SEO.

“How infographics can improve your SEO”

Link: <https://www.oncrawl.com/oncrawl-seo-thoughts/how-infographics-improve-seo/>

Description: Infographics are an ideal tool to express many topics and increase the chances of ranking with SEO.

“Subdomain vs. Subdirectory: What They Are & Which Is Better for SEO”

Link: <https://www.semrush.com/blog/subdomain-vs-subdirectory/>

Description: Google treats subdomains as distinct websites. Which means they crawl and index subdomains separately. As a result, you may have to work on gaining backlinks for each subdomain separately to improve their rankings.

Also, the more subdomains you have, the harder it can be to maintain your website overall.

You may end up with duplicate content (content that’s identical to content found elsewhere) and/or improper interlinking (links to other pages on the same website) between the main domain and its subdomains.

These errors can hurt your website rankings and the user experience.

“7 Required Steps to Secure Your iFrames Security”

Link: <https://www.reflectiz.com/blog/iframe-security/#:~:text=For%20example%2C%20iFrames%20can%20cause,consequently%2C%20the%20entire%20organization's%20reputation>

Description: Despite its popularity, iFrames carry several security risks that could let in attackers if we do not take the necessary security steps.

“How Do iFrames Impact Your SEO?”

Link: <https://www.boostability.com/content/the-affect-of-iframes-on-seo/#:~:text=iFrames%20tend%20to%20neither%20help,save%20iFrames%20for%20other%20pages>

Description: iFrames tend to neither help nor hurt your search engine ranking. For this reason, it's best to refrain from using iFrames on main pages that you want to rank high in search engine results. Instead, fill high-priority pages with useful, unique content and save iFrames for other pages.

Case studies

“8 Stupidly Successful SaaS SEO Case Studies - 2023 Strategies”

Link: <https://seo.thefxck.com/articles/saas-seo-case-studies-strategies/>

Description: The SaaS SEO case studies are real-world, real stories, based on real interviews with the marketer in charge.

“Programmatic SEO Case Studies & Examples”

Link: <https://www.seocasestudy.com/programmatic-seo?ref=seo.thefxck.com>

Description: Learn how to scale web pages by leveraging templates and databases with these case studies and examples.

“How video SEO features helped three global content publishers reach their audiences more effectively”

Link: <https://developers.google.com/search/case-studies/cross-regional-video-seo-case-study?hl=en>

Description: Many web publishers have achieved greater discoverability of their video content across Search surfaces, and increased traffic to their site.

“2X more traffic and 55% more leads in 15 months: targeted content strategy boosts German fintech’s online presence”

Links: <https://www.semrush.com/company/stories/penta/>

Description: Penta is a German-founded fintech company that brings innovation to one of the most conservative market sectors—banking.

“Fintech SEO Case Study: How We Grew Fintech’s Organic Traffic by 73.9% in Just 3 Months”

Link: <https://www.omnius.so/blog/fintech-seo-case-study>

Description: Learn how to stand out in the competitive fintech industry and boost organic traffic by 73.9% quarter over quarter with our insightful case study.

“Wise.com SEO Case Study: 5 Reasons Why Their SEO Rocks”

Link: <https://ahrefs.com/blog/wise-seo-case-study/>

Description: Formerly known as TransferWise, this fintech company offering multi-currency accounts and quick international money transfers with fair fees

currently gets an estimated 6.4 million organic visits per month.

“6 Things I Love About Zapier’s SEO Strategy: A Case Study”

Link: <https://ahrefs.com/blog/zapier-seo-case-study/>

Description: Zapier’s blog alone brings 1.6M organic visits every month. That’s traffic worth about \$3.7M and 67.5% of its overall organic traffic.

Appendix C: Sample SEO audit and on-page and technical checklists

Appendix C provides sample SEO audit and on-page and technical SEO checklists that can be used as a tool for assessing search engine optimization (SEO). The checklists cover key aspects, including keyword analysis, content quality, meta descriptions, website architecture, and more.

SEO audit checklist

Keyword analysis

- Identify target keywords.
- Assess keyword relevance and competitiveness.
- Check for keyword cannibalization.

Content quality

- Evaluate content relevance and depth.
- Ensure content aligns with user intent.
- Identify and address thin content.

Backlink profile

- Analyze the quality and diversity of backlinks.
- Check for broken or toxic backlinks.
- Assess anchor text distribution.

Technical SEO

- Verify XML sitemap and robots.txt.
- Check for crawl errors in Google Search Console.
- Ensure proper implementation of redirects (301s and 302s).

Page speed

- Assess page load times.
- Optimize images and files for faster loading.
- Implement browser caching.

Mobile responsiveness

- Confirm mobile-friendly design.
- Test mobile page speed.
- Check for mobile-specific SEO issues.

User experience (UX)

- Evaluate overall site navigation.
- Check for a clear call-to-action (CTA) on pages.
- Assess mobile and desktop user experiences.

Analytics and reporting

- Ensure proper setup of Google Analytics.
- Set up goal tracking and event tracking.
- Monitor key performance indicators (KPIs).

On-page SEO checklist

Title tags

- Craft unique and compelling titles.
- Include primary keywords naturally.
- Ensure titles are within recommended length.

Meta descriptions

- Write concise and engaging meta descriptions.
- Include relevant keywords.
- Ensure descriptions are within recommended length.

Header tags (H1, H2, H3, etc.)

- Use a clear hierarchy of headers.
- Include target keywords in headers.
- Ensure headers provide a logical structure.

Content quality

- Create comprehensive and valuable content.
- Use proper formatting (paragraphs, lists, etc.).
- Incorporate relevant multimedia elements.

URL structure

- Craft SEO-friendly and readable URLs.
- Include target keywords in URLs.
- Avoid unnecessary parameters.

Image optimization

- Optimize images for size and format.
- Include descriptive alt text.
- Use relevant file names.

Internal linking

- Create a logical internal linking structure.
- Use descriptive anchor text.
- Ensure a reasonable number of internal links per page.

Technical SEO checklist

Website architecture

- Verify proper URL structure.
- Ensure logical and shallow site hierarchy.
- Set up the proper “international” structure.
- Check for the existence of an HTML and XML sitemap.

Crawlability

- Verify the robots.txt file.
- Check for crawl errors in Google Search Console.
- Ensure pages are not blocked from indexing.

Site speed

- Optimize images and files for speed.
- Implement browser caching.
- Use a content delivery network (CDN) if necessary.

Mobile optimization

- Confirm mobile-friendly design.
- Test mobile page speed.
- Ensure mobile and desktop content parity.

Schema markup

- Implement relevant schema markup.
- Use structured data to enhance rich snippets.
- Test schema implementation with Google's Structured Data Testing Tool.

HTTPS and security

- Ensure the website is served over HTTPS.
- Confirm the validity of SSL/TLS certificates.
- Implement HSTS for enhanced security.

Canonicalization

- Use canonical tags to avoid duplicate content.
- Ensure consistent use of URLs (www vs. non-www).

Manage redirects, 301s, 404 errors, etc

- Manage redirects (301s, 310s, etc.)
- Customize a user-friendly 404 error page.
- Identify and fix broken internal and external links.
- Monitor and address 404 errors in Google Search Console.