

10 WAYS TO RANK ON

GOOGLE

SEO Internet
Marketing for
Beginners






Charmaine

Founder, and Creative Director at
Sky Digital Agency

At Sky Digital Agency, we help our clients create better social media presence online across the different digital marketing platforms available, specialising in SEO & SEM, Facebook, Email and Infographics Marketing.

Thank you for downloading our ebook, and we're really excited about sharing with you some techniques and SEO principles to increase your visibility on search engines, i.e. Google.

For more SEO tips and tricks, follow us on :

 YouTube

 Facebook

 Instagram

We help marketers and business owners in Better Marketing for Better Leads.

A handwritten signature in black ink, appearing to read 'Charmaine'.

Charmaine

Founder and Creative Director
Sky Digital Agency

What do we do at Sky Digital Agency?

Consultancy Projects - Marketing Strategy

Branding, Web Development, Graphic Design

Facebook Marketing & Advertising

Email Marketing Campaigns



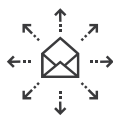
Weekly Digital Marketing Workshops:



Grow your business with Facebook Marketing



Advanced Facebook Advertising with Ad Manager



Email Marketing with MailChimp for Beginners



SEO Internet Marketing for Beginners



Google Analytics for WordPress



Infographics Design & Marketing Course

SEO VS SEM



Search Engine Optimisation / Search Engine Marketing



Let's look at the definition of SEO on wikipedia.

Search engine optimization (SEO) is the **process of affecting the visibility of a website** or a web page in a **web search engine's unpaid results**—often referred to as “natural”, “organic”, or “earned” results.



What is SEO & SEM?

SEO

Organic, Free, Search Ranking on Search Engines

Result of:

Quality, Fresh Content

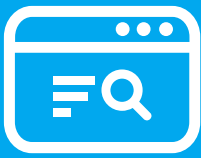
SEM

Top Google Search Results based on Search Intent

Result of:

Paid Advertisement, Google Adwords, Google Display Network, etc





Elaborating on SEO

Search Engine Optimisation



SEO is a component of a larger category, SEM.



SEO is the **process of maximising the number of visitors to a particular website** by ensuring that the site appears high on the list of results returned by a search engine (i.e. Google, Yahoo, Bing)



SEO industry is **constantly changing** due to the frequent changes to Google's algorithm, looking for quality information.



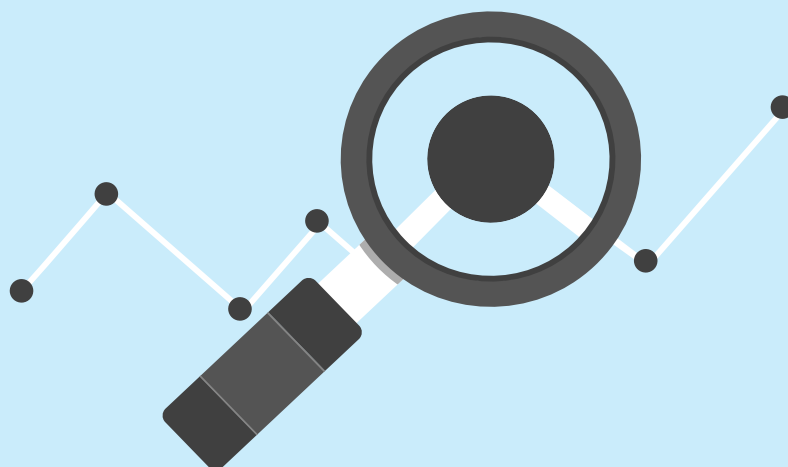
Most recent update **ranks mobile-friendly website higher than websites that are not mobile-friendly designed** for mobile and tablet devices.



SEO consist **On-Page and Off-Page activities**



What is on-page and off-page SEO?



On-Page SEO:

Steps you can take **on your website** to improve your search results.

Off-Page SEO:

Steps you can take **outside of your website** to improve your search results.

5

Examples of SEO on-page activities



What are some steps you can take to improve your SEO ranking immediately?

1

Incorporating keywords naturally into title tags, meta descriptions, meta keywords, etc i.e. Sky Digital Agency is a digital training agency that trains marketing professionals on 8 SkillsFuture Approved workshops in Singapore.

(The intention is to focus and include the words “SkillsFuture” and “Singapore” into the meta descriptions.)



2

Clean formats of page URLs:

i.e. skydigitalagency.com/blog/seo-vs-sem
instead of skydigitalagency.com/blog?id=4

3

Optimised page load speed: High bounce rates are mainly contributed by the time required to load the website. This is also known as the page load speed. For the webpage to load faster, it may involve removing fancy animation scripts from your website, and reducing image size.

4

Update your website content regularly: Many businesses have the same content for a year or even 3 years. A static website without updates of any kind may be viewed by search engines as a “dead” entity – with no life and nothing new to offer.

5

Write better communicative copy: Content and graphics that lure a visitor to read deeper, and staying for a longer period of time on your website, signals that you have useful and quality content.

Invest in copywriting by engaging a copywriter if you need to. Focus your time on what you do best, and let the professionals help you.

5

Examples of SEO off-page activities



What are some steps you can take to improve your website's SEO ranking immediately?

1

Creating a high quality, natural backlink profile (aka having other high quality / authoritative sites link to your site, driving you traffic, giving your domain name authority in SEO search)

2

Blogging (or Blog Contribution on websites that have high authority in SEO search)



3

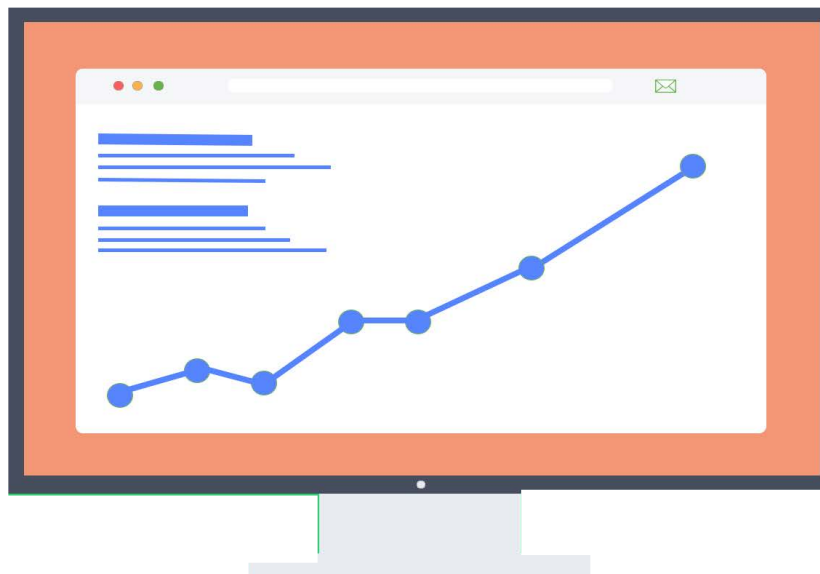
Search Engine Submission: Google, Yahoo, Bing, etc

4

Cross-Linking within your website: Pages, Images and Text Content and Blogs

5

Renew your domain for an additional 3 to 5 years: This helps give your domain credibility and authority. This point is based on our personal experience.



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