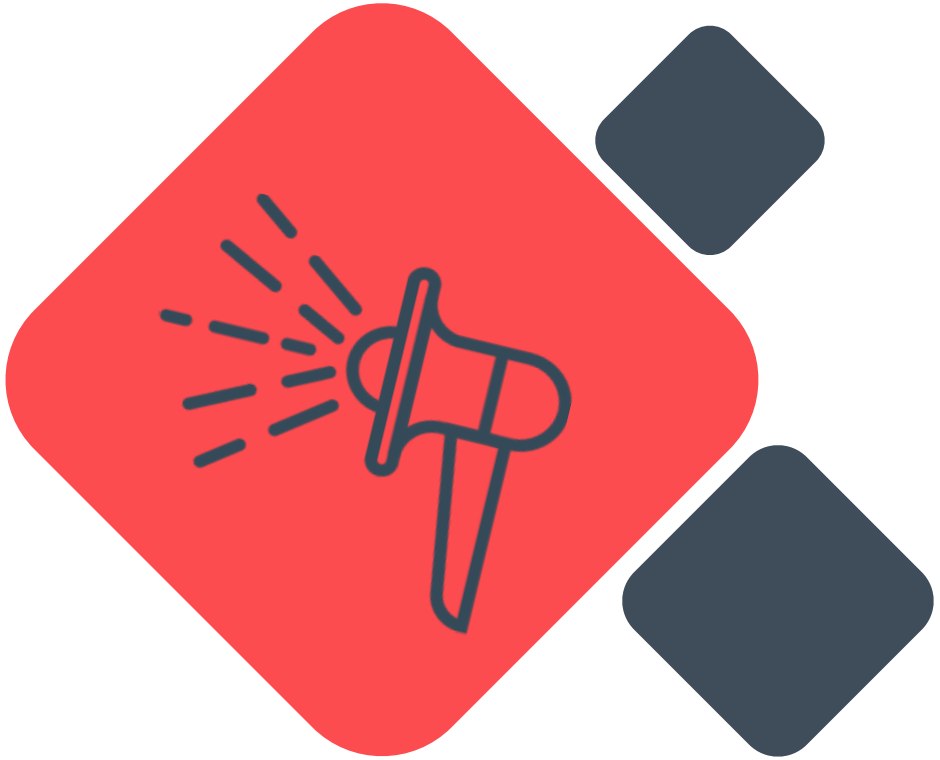
Search Engine Optimization **Advanced**

Welcome to **advanced** hell :)

Gennadiy Vorobyov

Co-founder & CEO Netpeak Bulgaria



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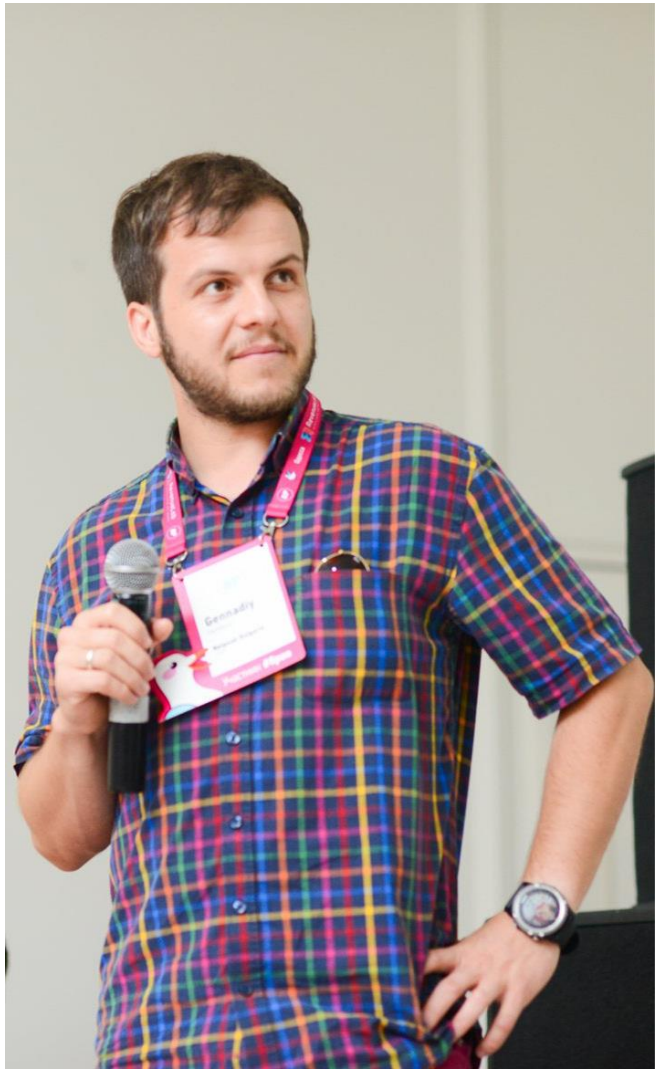
Gennadiy Vorobyov aka Genrih



Co-founder & CEO @ Netpeak Bulgaria

Happy manager with 40+ happy netpeakers and 120+ active projects.

Providing professional performance digital marketing solutions for last 6 years.

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Course topics

ТЕМИ

1. РЕСУРСИ
2. SEO FOR E-COMMERCE, PART I
3. SEO FOR E-COMMERCE, PART II
4. SEO FOR PORTALS AND NEWS WEBSITES, PART I
5. SEO FOR PORTALS AND NEWS WEBSITES, PART II
6. PROJECT MANAGEMENT IN SEO, PART I
7. PROJECT MANAGEMENT IN SEO, PART II
8. TYPES OF SEO SERVICES & SEO STAGES
9. SEO PLANNING
10. SEO MONITORING AND REPORTING
11. SHOWCASES
12. ПОДГОТОВКА ЗА ИЗПИТ
13. ИЗПИТ

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Course topics

ТЕМИ

1. РЕСУРСИ
2. SEO AUTOMATION, PART I
3. SEO AUTOMATION, PART II
4. CRAWLING BUDGET
5. PAGESPEED INSIGHTS &SEO MODULES
6. SEO FILTERS
7. JAVASCRIPT & SEO
8. LINK BUILDING PROCESSES
9. MIGRATIONS
10. SEO PROJECT Q&A
11. SHOWCASES & LIVE SEO AUDITS
12. ПОДГОТОВКА ЗА ИЗПИТ
13. ИЗПИТ

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SEO for online stores and corporate websites

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1. **Devices and technologies**
    a. Mobile first, mobile version, responsive design, resolution.
    b. Website loading pages.
    c. SSL certificate, https specs in SEO.
2. **Content:**
    a. Structure and navigation.
    b. SEO filters.
    c. Transactional metadata.
    d. Content for product pages + USP (Unique Seller Proposition) for every page.
    e. Content for categories and blog.

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sli.do

#Seoonpage

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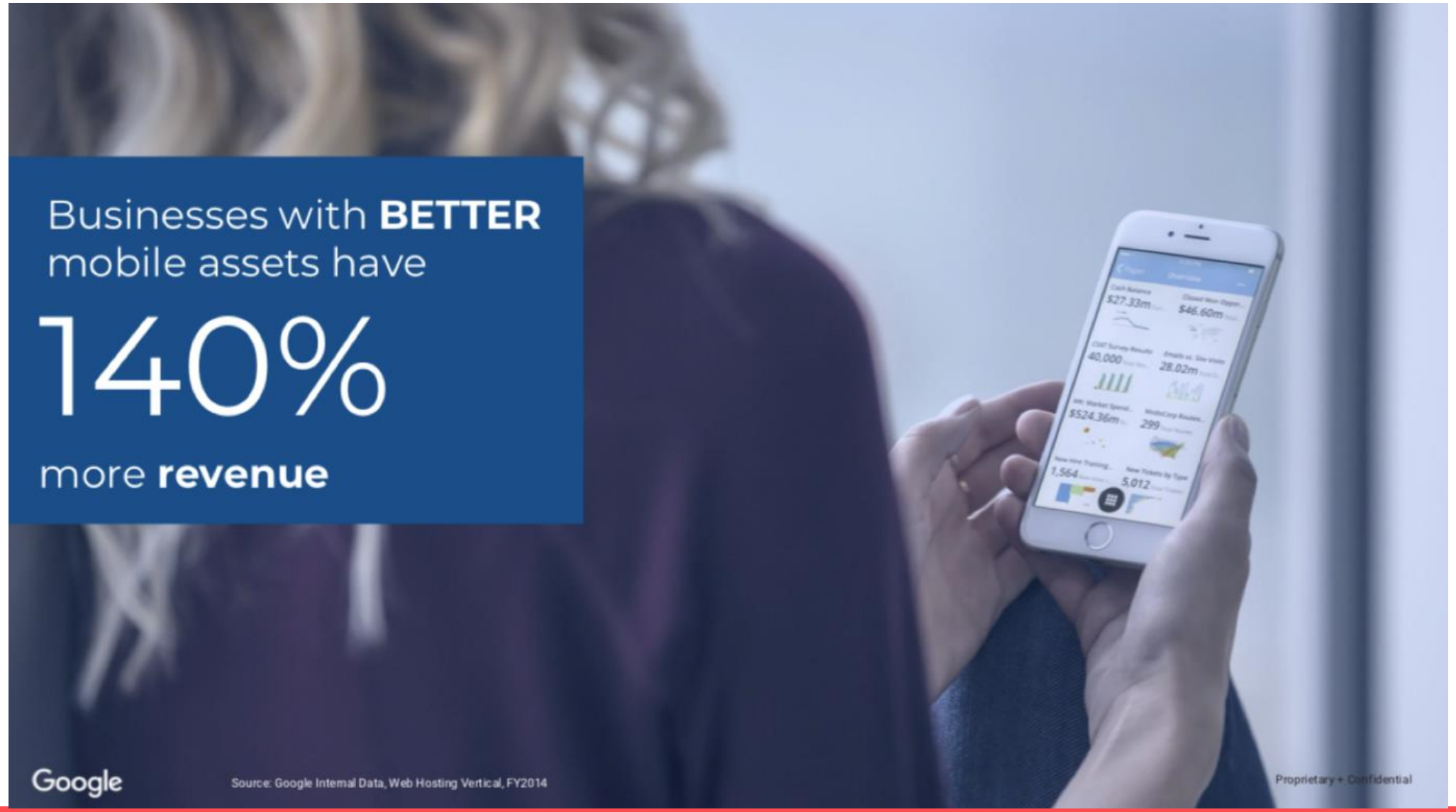
Mobile first



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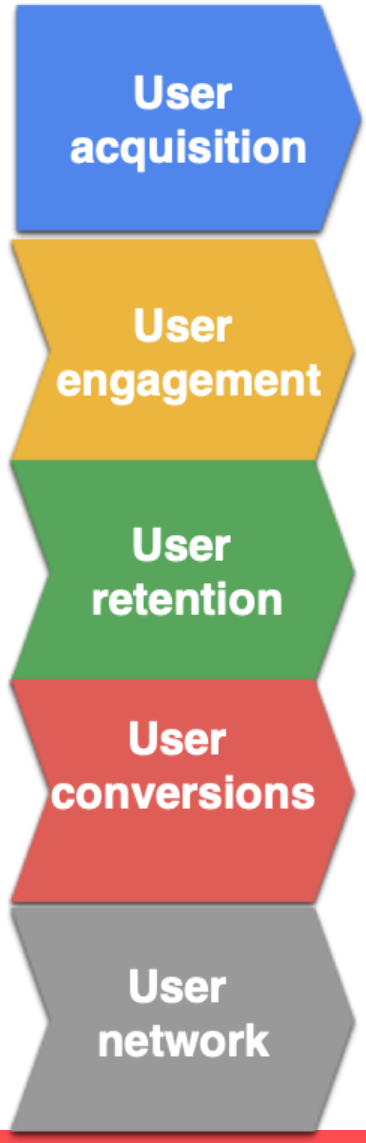
Challenges in front of mobile users



HIGH PERCENTAGE OF DROP OUT

FEW REVIEWED PAGES AND TIME

DO NOT COME BACK AFTER FIRST VISIT

DO NOT CONVERT ON MOBILE

BEHAVIOUR ON A BAD INTERNET CONNECTION

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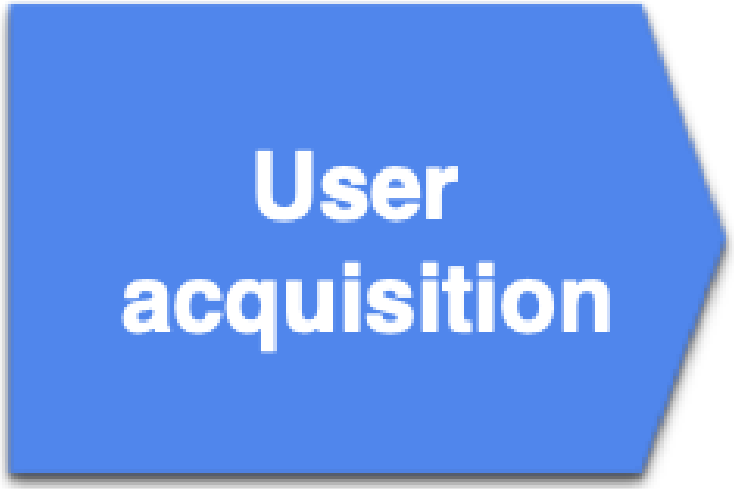
Solutions



HIGH PERCENTAGE OF DROP OUT

- LP Speed
- AMP
- Landing Page UX

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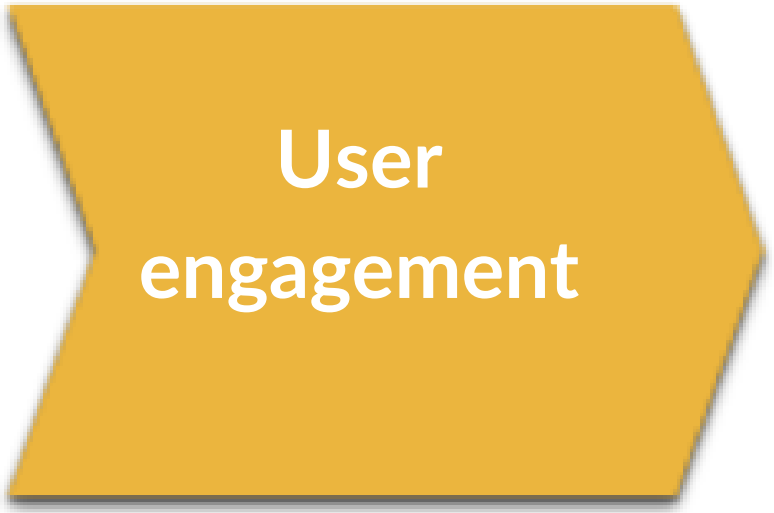
Solutions



FEW REVIEWED PAGES AND TIME

- Navigation UX
- Speed

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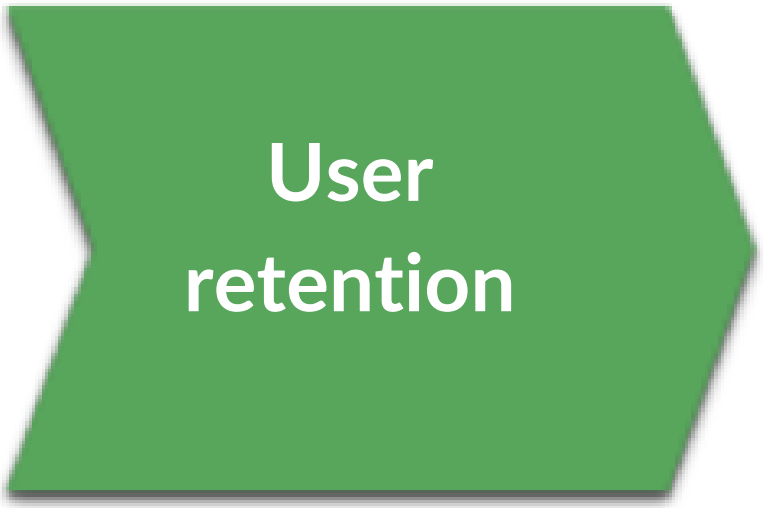
Solutions



DO NOT COME BACK AFTER FIRST VISIT

- Web Push Notifications
- Add to Homescreen
- One Tap sign-up/sign-in

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Solutions

DO NOT CONVERT ON MOBILE

- Conversion Funnel UX
- Payment
- One Tap sign-up/sign-in

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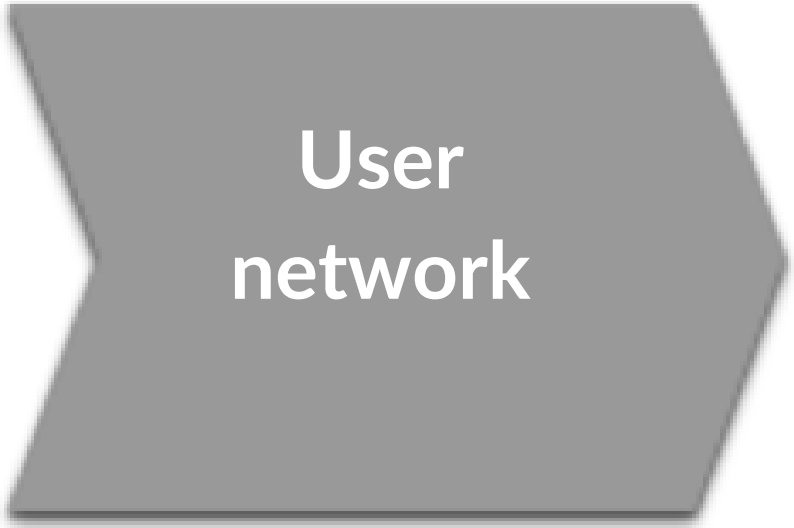
Solutions



BEHAVIOUR ON A BAD INTERNET CONNECTION

- Offline

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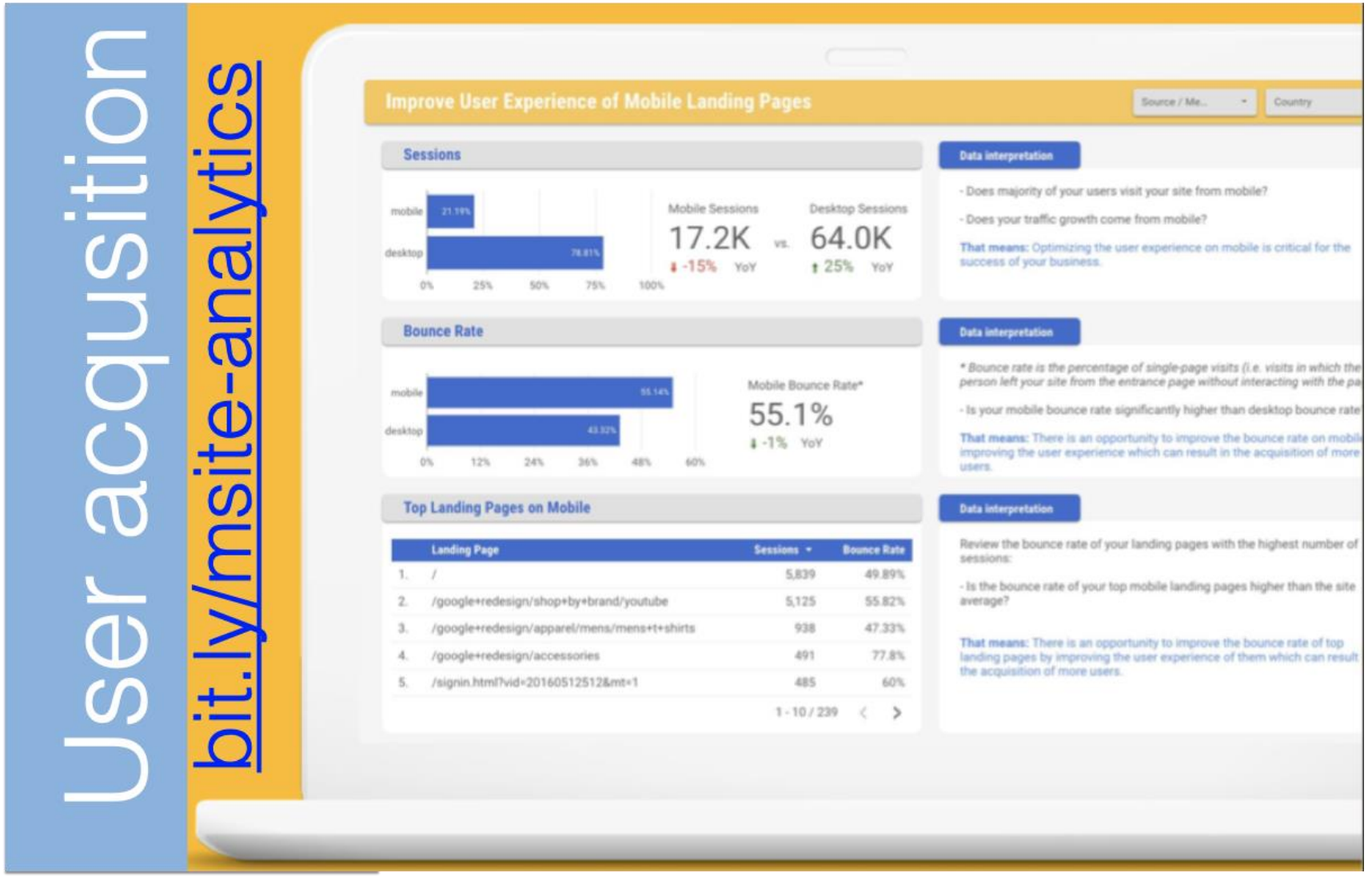
Solutions http://bit.ly/msite-analytics



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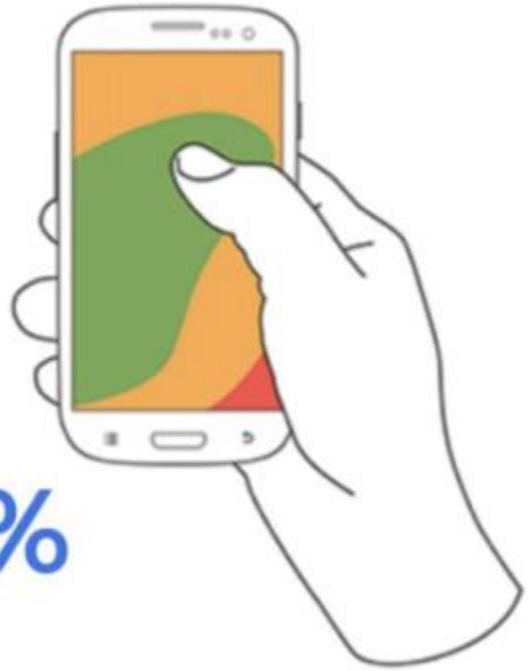
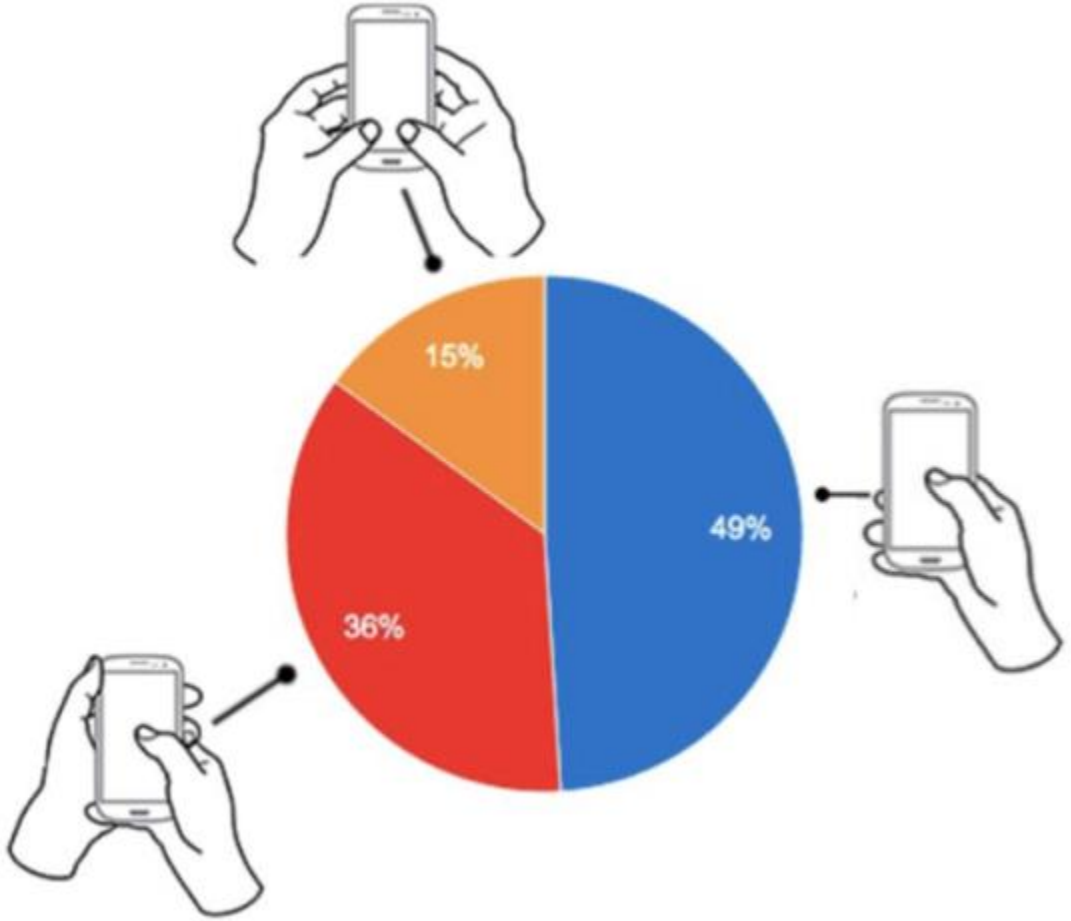
How to use smartphones

40% do not enter any information



67%



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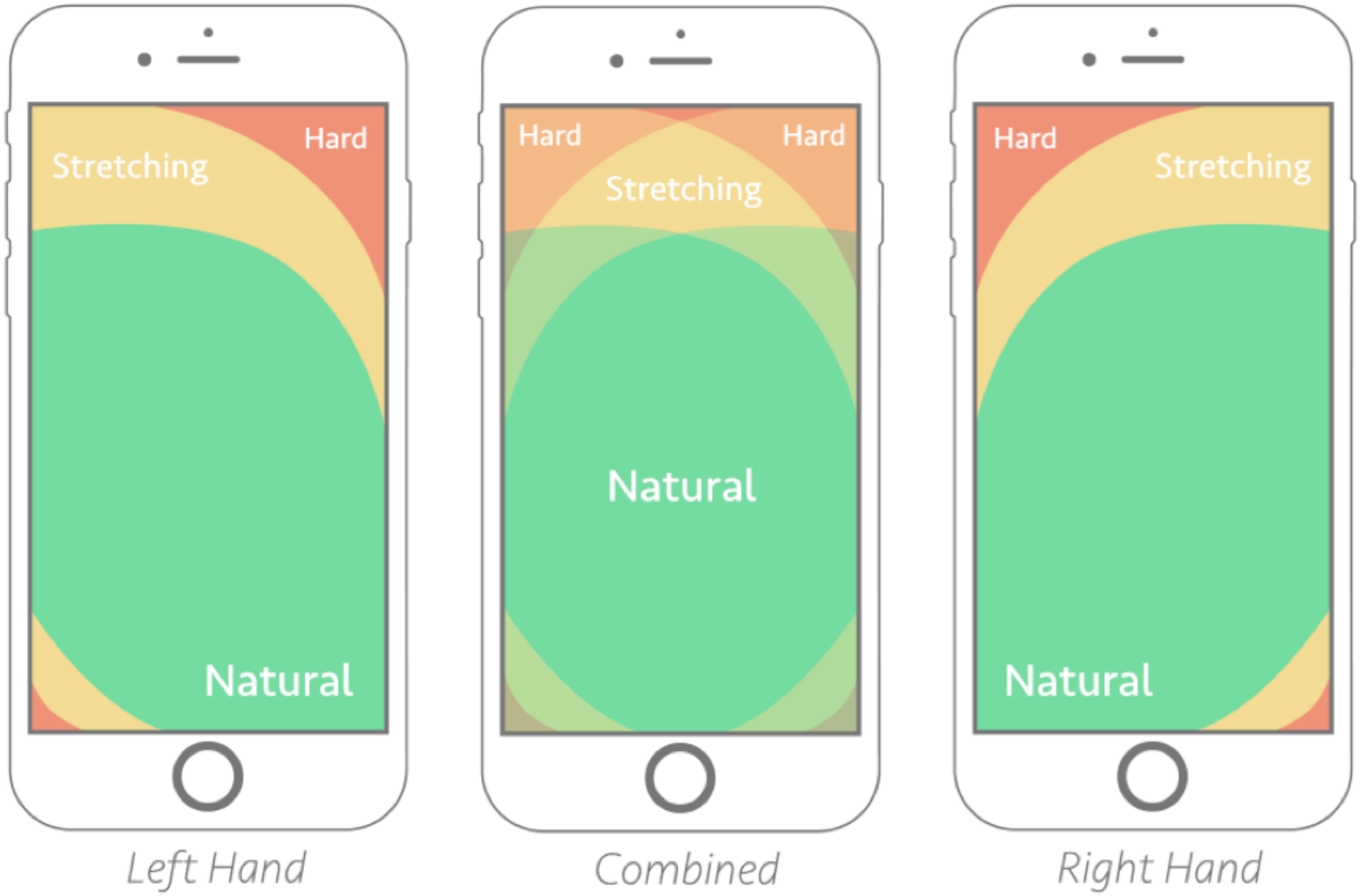
Natural = the index zone



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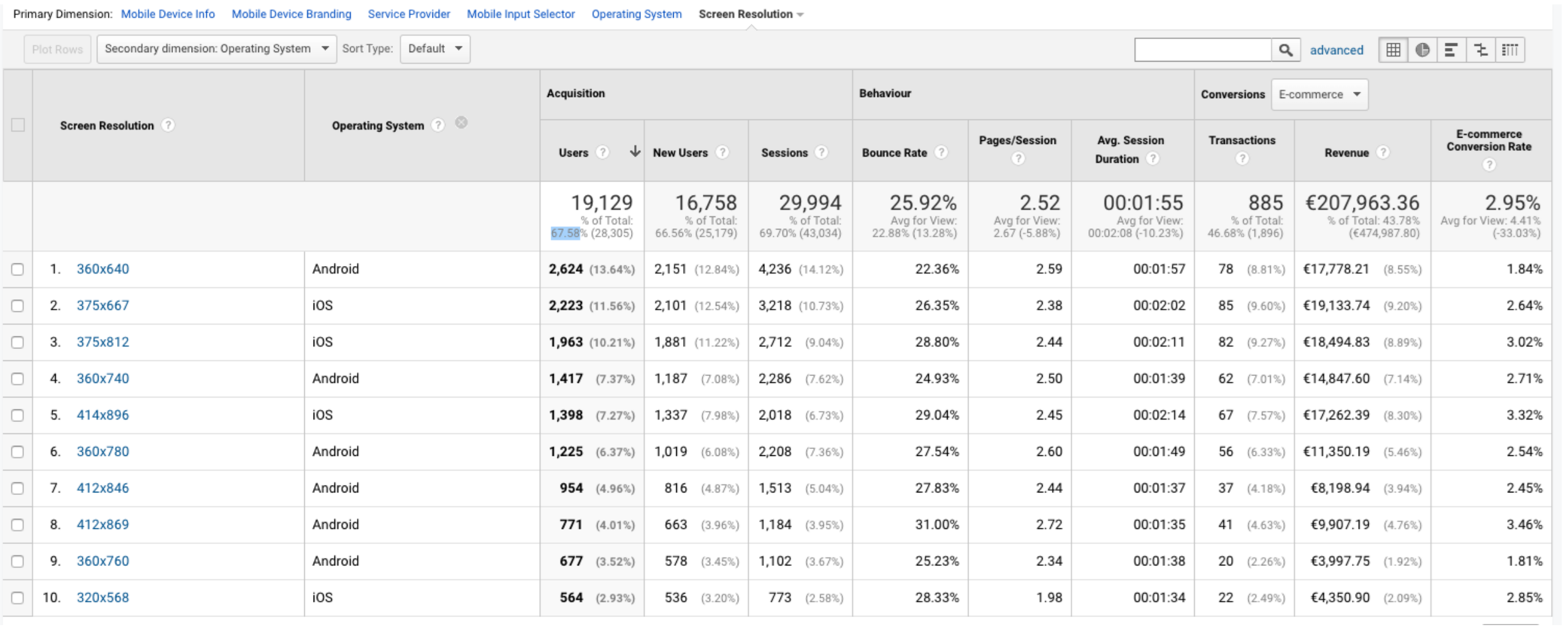
Mobile version and resolutions



Primary Dimension: Mobile Device Info | Mobile Device Branding | Service Provider | Mobile Input Selector | Operating System | **Screen Resolution**

Plot Rows | Secondary dimension: Operating System | Sort Type: Default | advanced

	Screen Resolution	Operating System	Acquisition			Behaviour			Conversions E-commerce		
			Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
			19,129 % of Total: 67.58% (28,305)	16,758 % of Total: 66.56% (25,179)	29,994 % of Total: 69.70% (43,034)	25.92% Avg for View: 22.88% (13.28%)	2.52 Avg for View: 2.67 (-5.88%)	00:01:55 Avg for View: 00:02:08 (-10.23%)	885 % of Total: 46.68% (1,896)	€207,963.36 % of Total: 43.78% (€474,987.80)	2.95% Avg for View: 4.41% (-33.03%)
1.	360x640	Android	**2,624** (13.64%)	2,151 (12.84%)	4,236 (14.12%)	22.36%	2.59	00:01:57	78 (8.81%)	€17,778.21 (8.55%)	1.84%
2.	375x667	iOS	**2,223** (11.56%)	2,101 (12.54%)	3,218 (10.73%)	26.35%	2.38	00:02:02	85 (9.60%)	€19,133.74 (9.20%)	2.64%
3.	375x812	iOS	**1,963** (10.21%)	1,881 (11.22%)	2,712 (9.04%)	28.80%	2.44	00:02:11	82 (9.27%)	€18,494.83 (8.89%)	3.02%
4.	360x740	Android	**1,417** (7.37%)	1,187 (7.08%)	2,286 (7.62%)	24.93%	2.50	00:01:39	62 (7.01%)	€14,847.60 (7.14%)	2.71%
5.	414x896	iOS	**1,398** (7.27%)	1,337 (7.98%)	2,018 (6.73%)	29.04%	2.45	00:02:14	67 (7.57%)	€17,262.39 (8.30%)	3.32%
6.	360x780	Android	**1,225** (6.37%)	1,019 (6.08%)	2,208 (7.36%)	27.54%	2.60	00:01:49	56 (6.33%)	€11,350.19 (5.46%)	2.54%
7.	412x846	Android	**954** (4.96%)	816 (4.87%)	1,513 (5.04%)	27.83%	2.44	00:01:37	37 (4.18%)	€8,198.94 (3.94%)	2.45%
8.	412x869	Android	**771** (4.01%)	663 (3.96%)	1,184 (3.95%)	31.00%	2.72	00:01:35	41 (4.63%)	€9,907.19 (4.76%)	3.46%
9.	360x760	Android	**677** (3.52%)	578 (3.45%)	1,102 (3.67%)	25.23%	2.34	00:01:38	20 (2.26%)	€3,997.75 (1.92%)	1.81%
10.	320x568	iOS	**564** (2.93%)	536 (3.20%)	773 (2.58%)	28.33%	1.98	00:01:34	22 (2.49%)	€4,350.90 (2.09%)	2.85%

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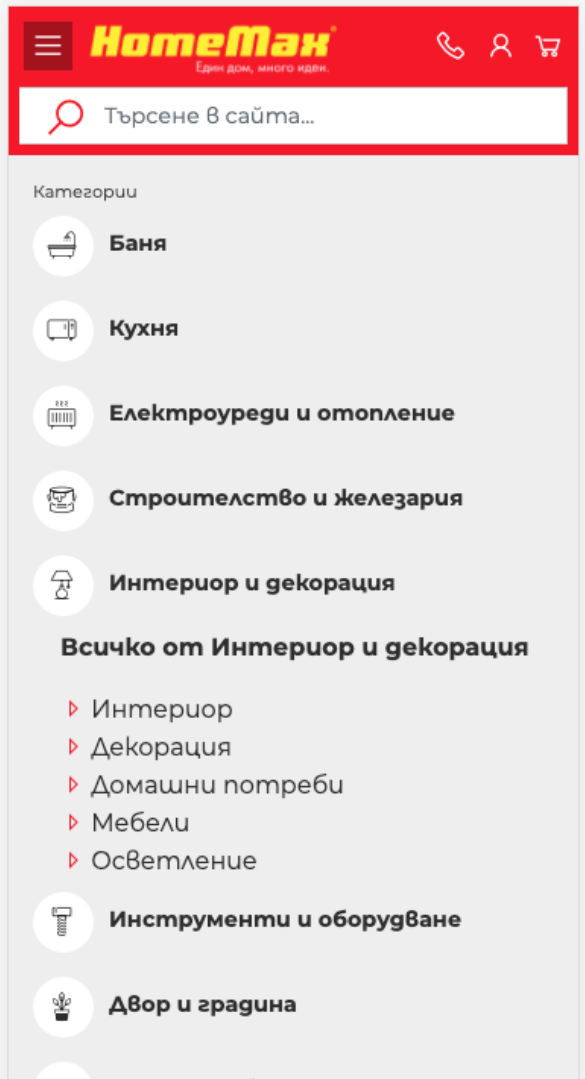
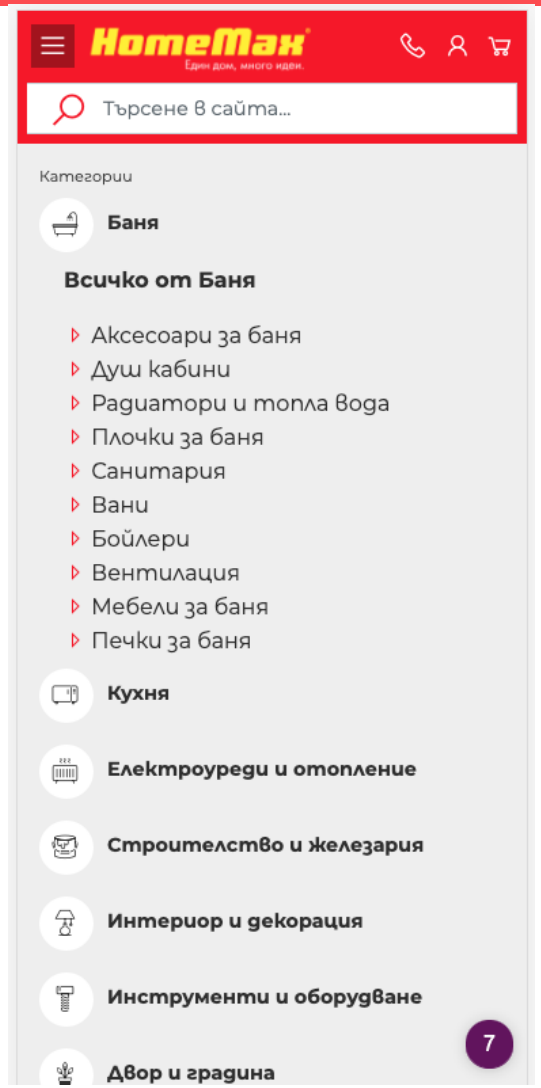
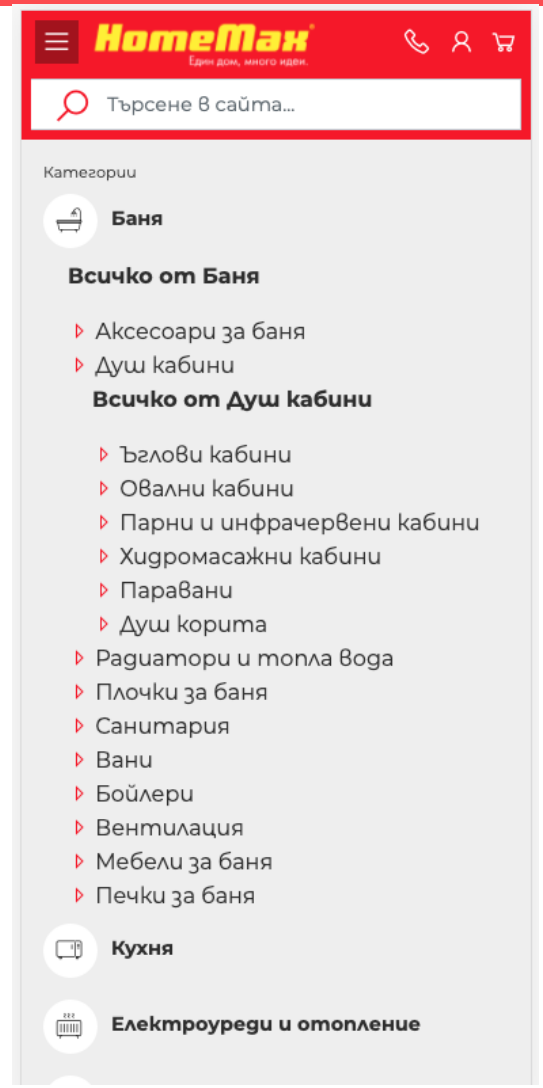
Mobile version and resolutions







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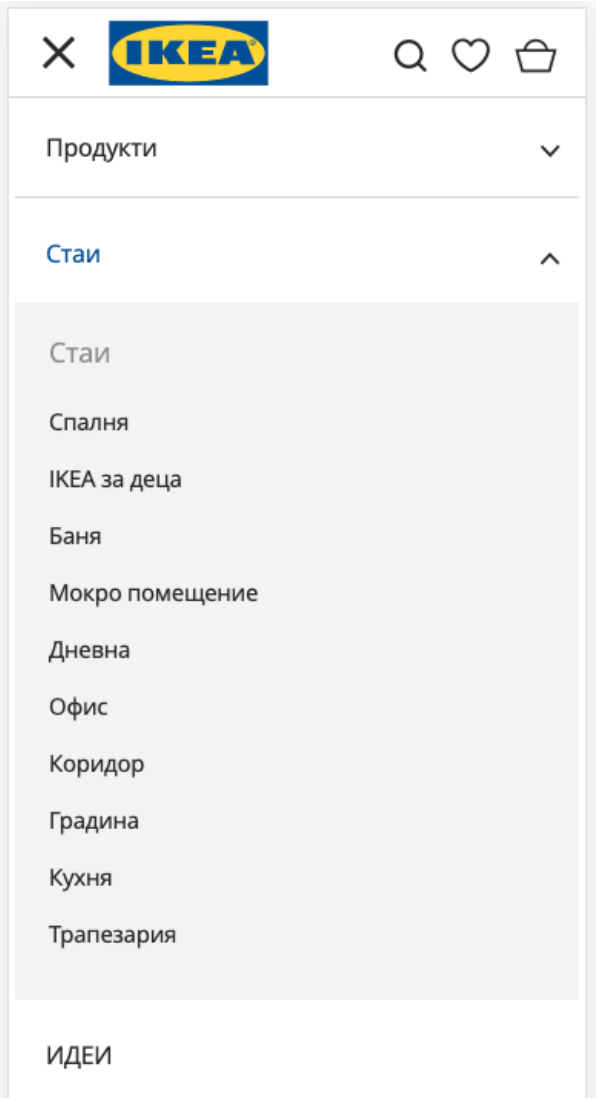

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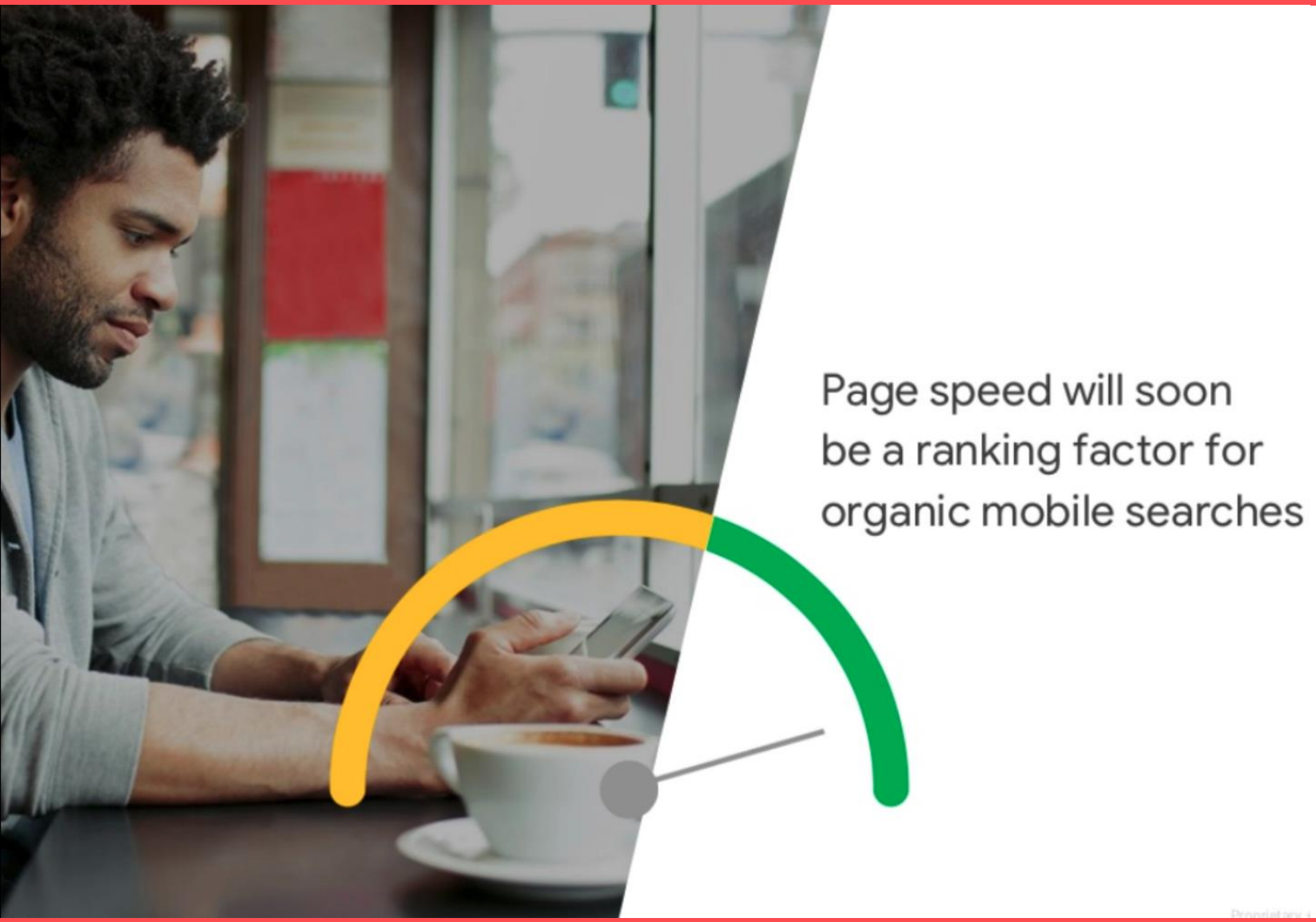
Speed



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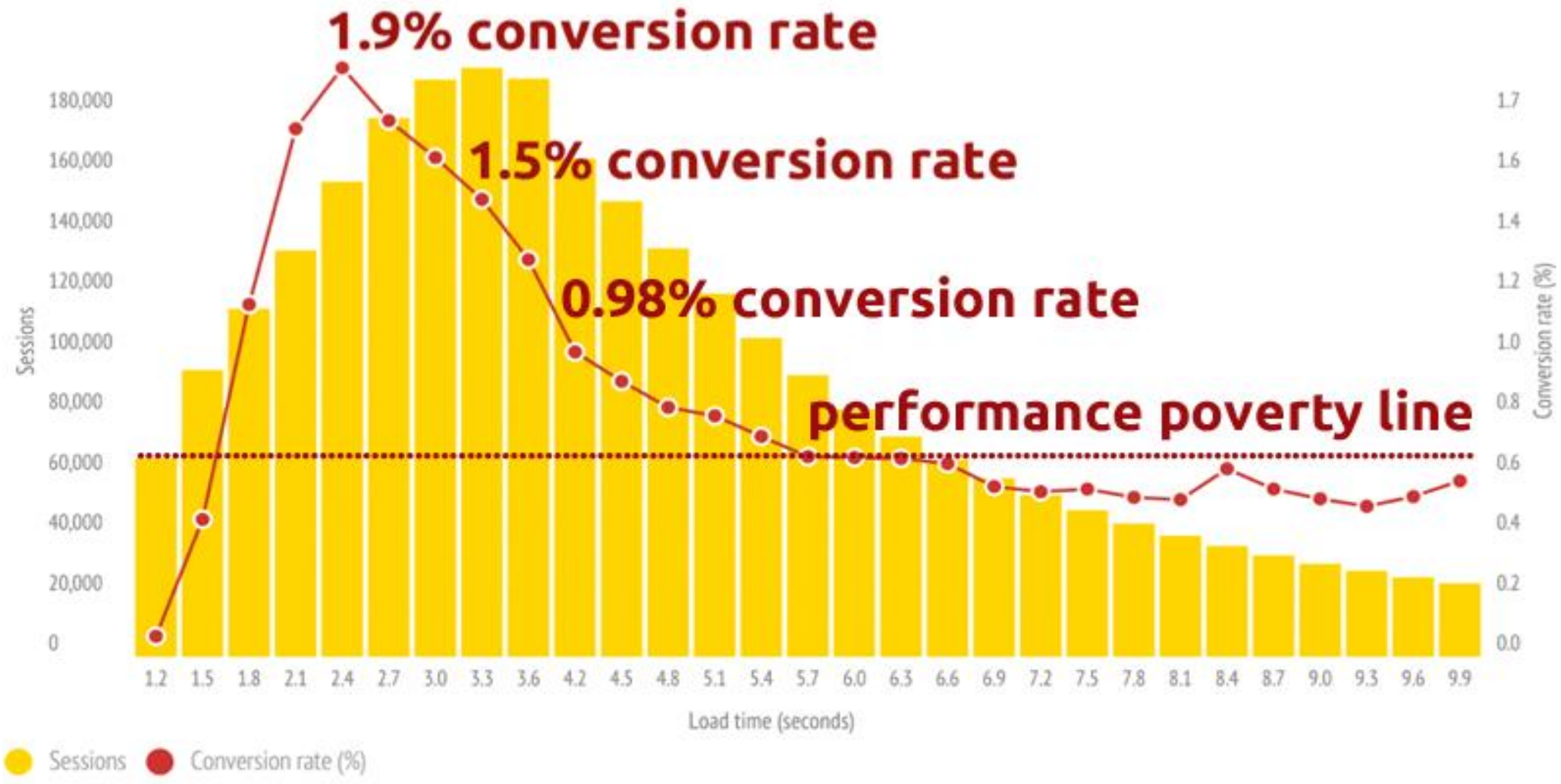
Speed



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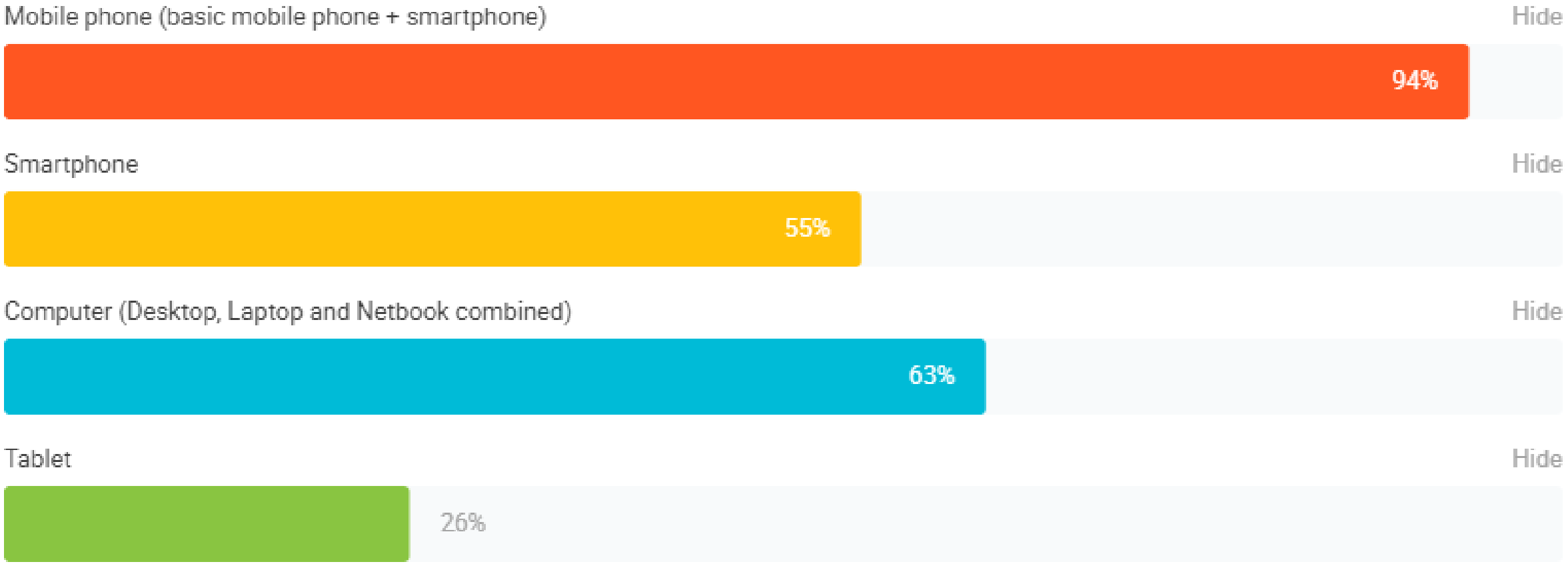
Speed



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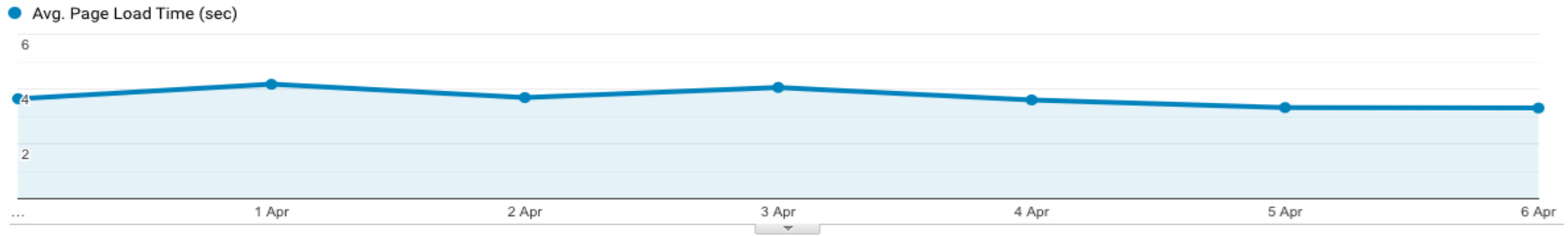
Speed



Primary Dimension: Page Page Title **Screen Resolution**

Secondary dimension | Sort Type: Default | advanced

	Screen Resolution	Page Views	Avg. Page Load Time (sec) (compared to site average)
		115,023 % of Total: 100.00% (115,023)	3.64 Avg for View: 3.64 (0.00%)
1.	360x640	**10,991**	37.39%
2.	1920x1080	**10,958**	-2.05%
3.	375x667	**7,674**	-16.60%
4.	375x812	**6,632**	-32.13%
5.	360x780	**5,737**	-38.07%
6.	360x740	**5,724**	-16.13%
7.	414x896	**4,973**	2.06%
8.	1366x768	**4,854**	55.85%
9.	768x1024	**4,121**	2.98%
10.	1536x864	**3,769**	-14.27%
11.	412x846	**3,691**	12.18%
12.	1600x900	**3,578**	-9.91%
13.	412x869	**3,233**	-27.51%
14.	360x760	**2,580**	-10.87%
15.	1280x800	**2,571**	38.01%

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Speed

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Advices:

- Test on 3G speed;
- Optimize image size;
- Do not use text in an image.

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Report Mobile UX Performance

https://netpeak.bg/education/speech/404/

Mobile UX performance

Gennadiy Vorobyov

Online Advertising конференция

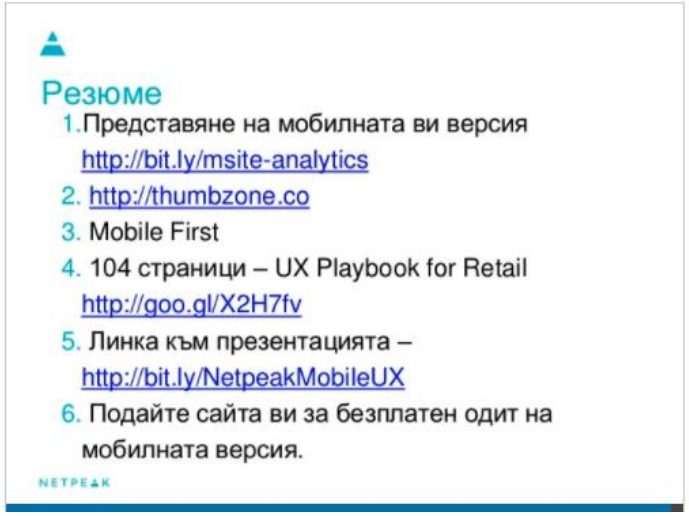
19.10.2018

Онлайн маркетинг

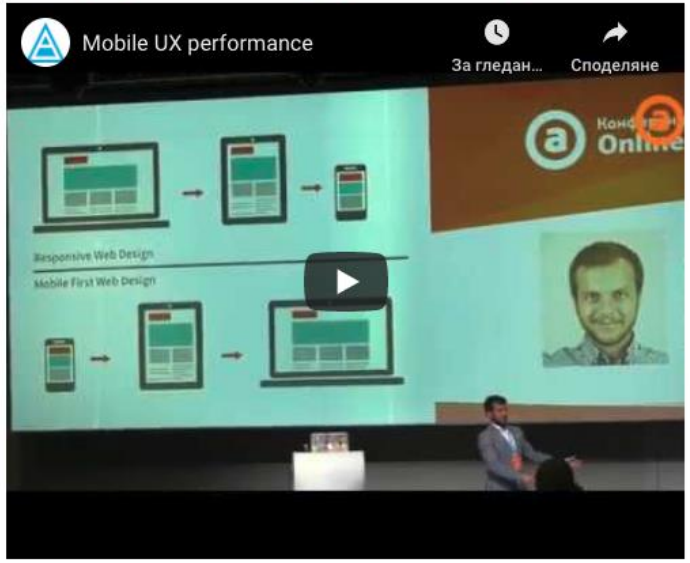
За трета поредна година се проведе Online Advertising конференция. Лекторите изнесоха лекции в трите панела: SEO, PPC и eCommerce. Геннадий Воробьов говори в панела за eCommerce относно mobile user experience и постигане на конкретни резултати чрез performance.

2190 Харесва ми 0 Споделяне Твитнуть

Презентация на доклада



Видео на доклада



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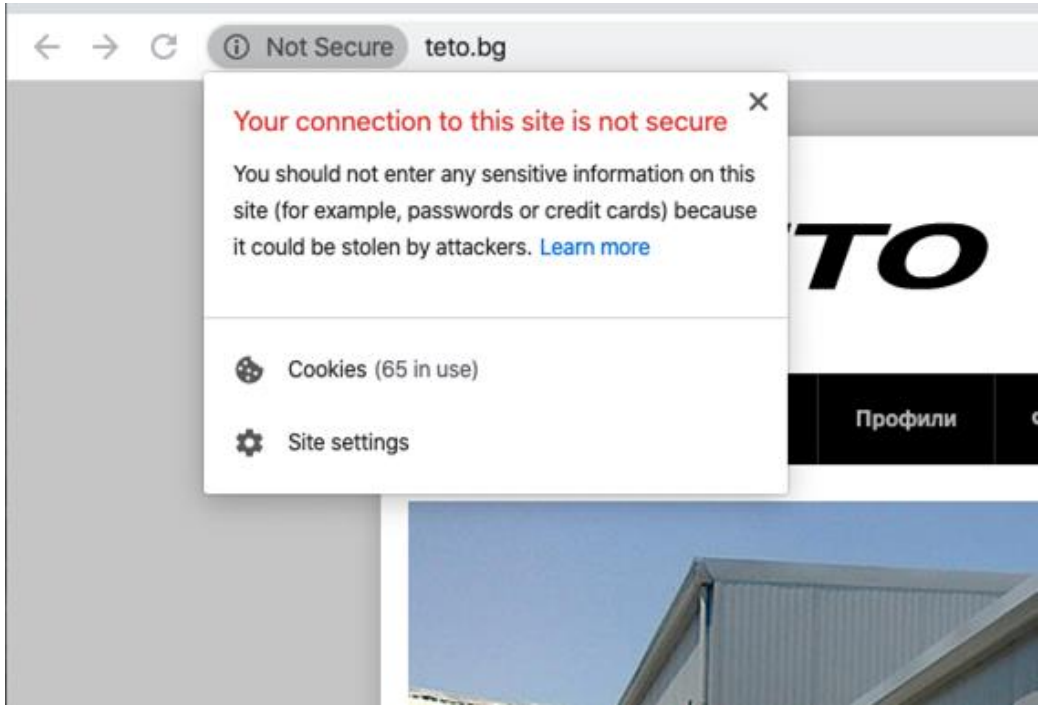
SSL certificate

Benefits:

Ranking factor since 2014 till now

1. Online payment security.
2. Strengthens brand authority.
3. Builds trust in the eyes of consumers.



SSL Server Test

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SSL certificate

1. Domain Validation.
2. Organization Validation.
3. Extended Validation.

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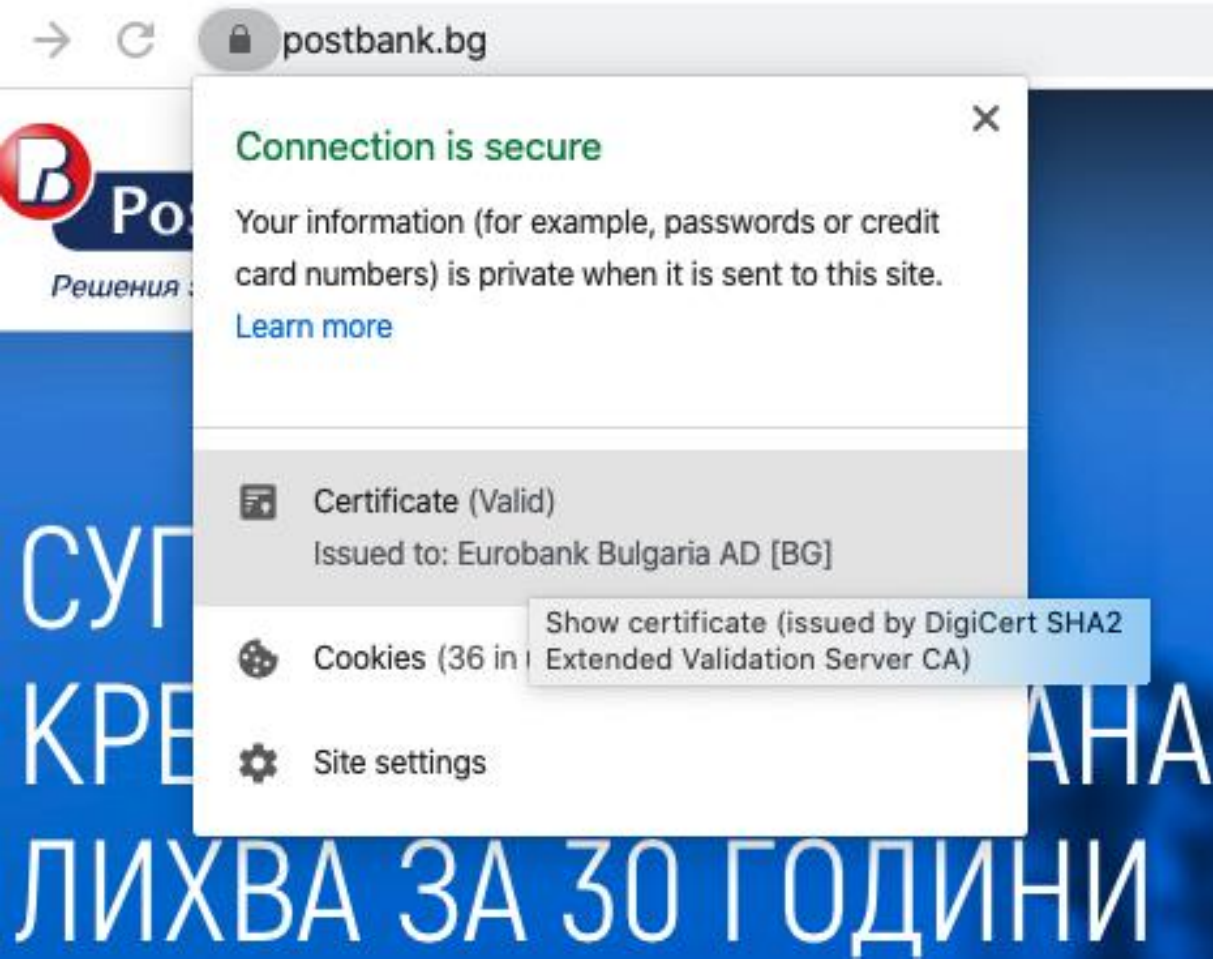
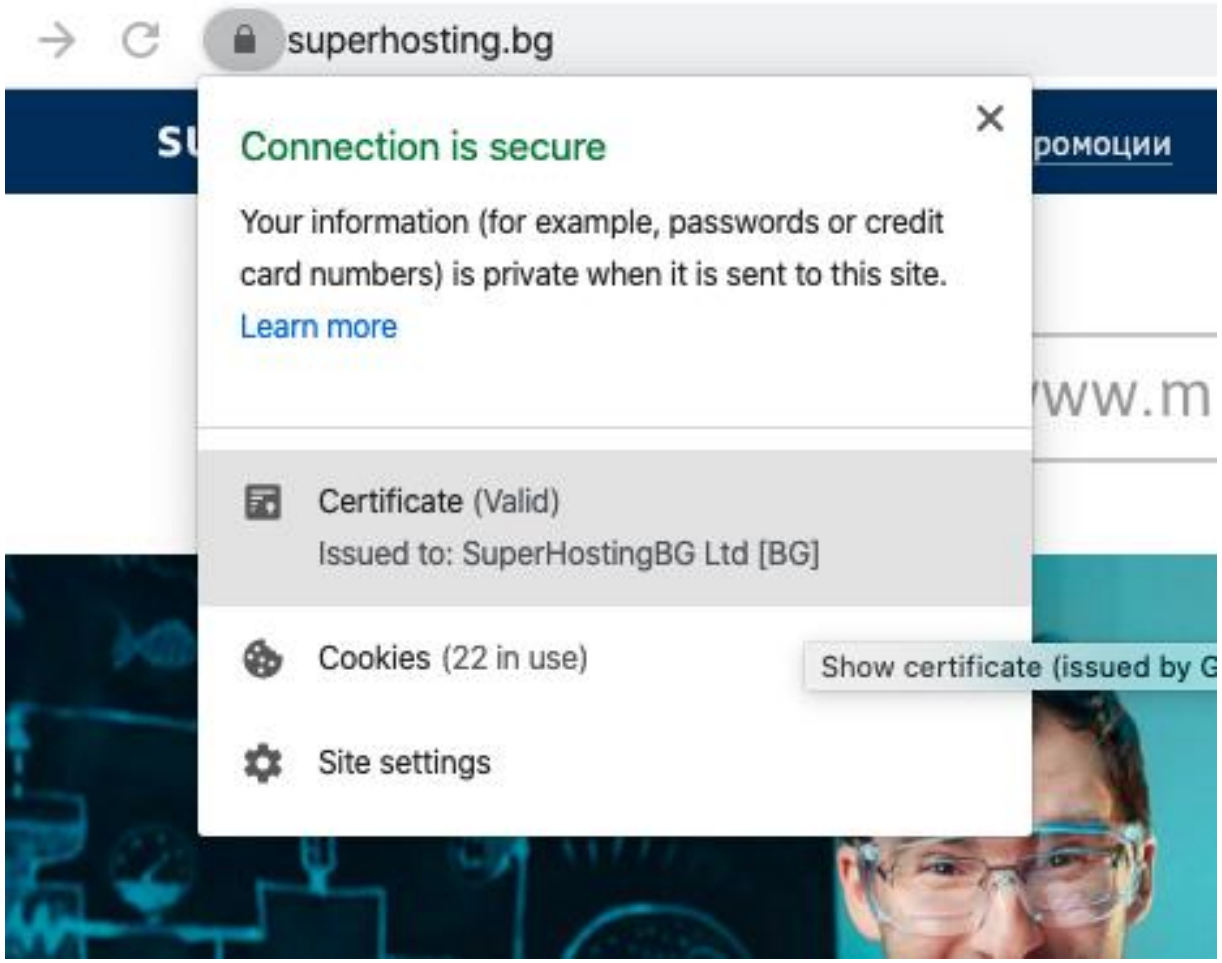
SSL EV certificate





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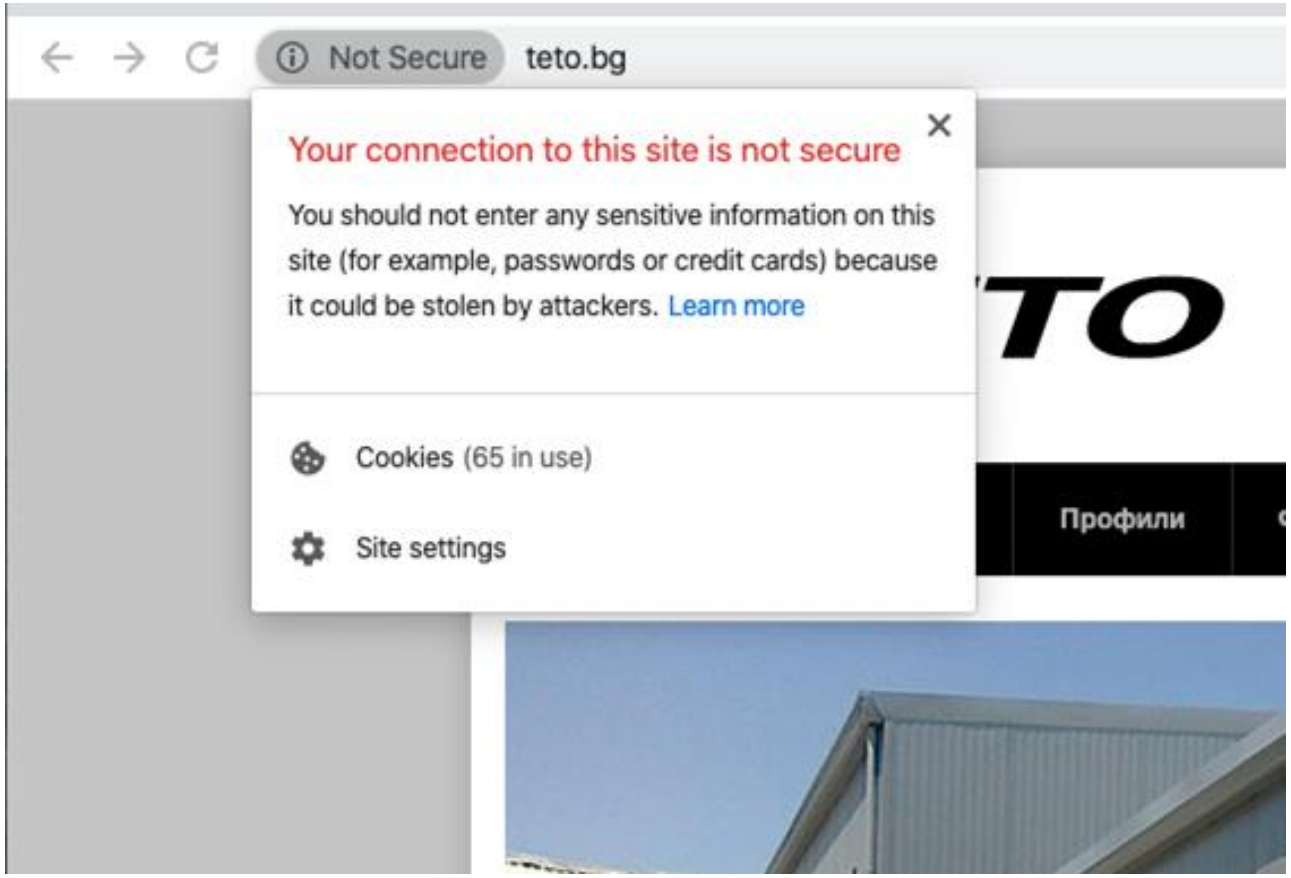
SSL certificate



- Secure
- Information or insecure connection
- Insecure or dangerous connection

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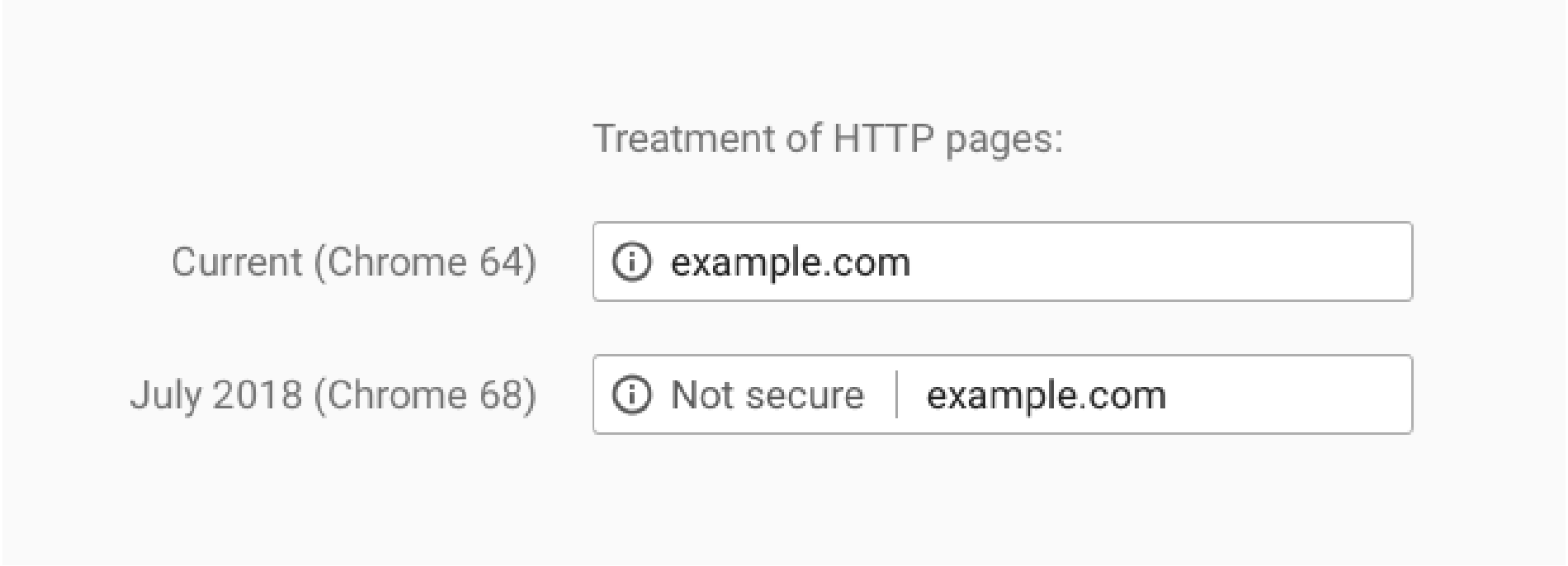
Chrome 68 July 2018 - NEW Beginning



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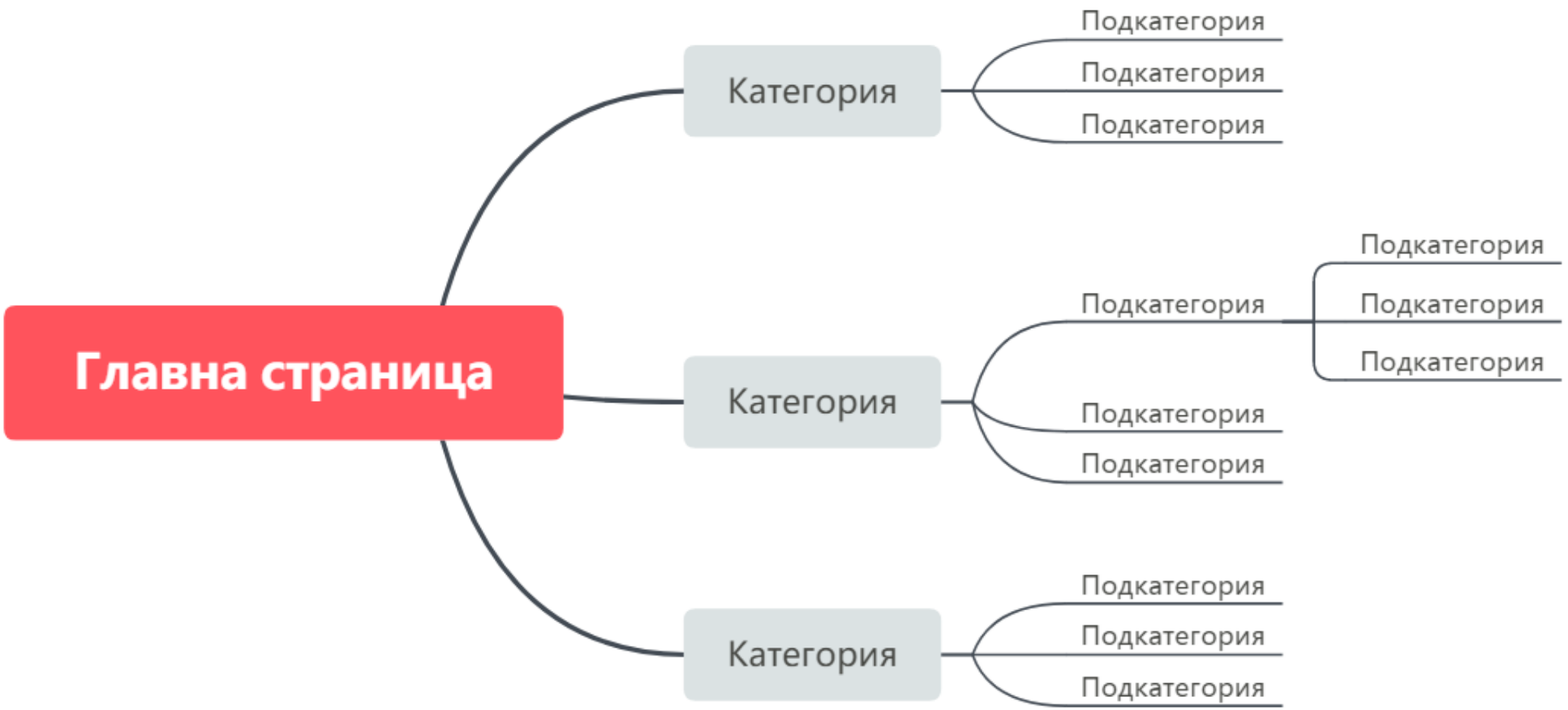
Easy structure and navigation



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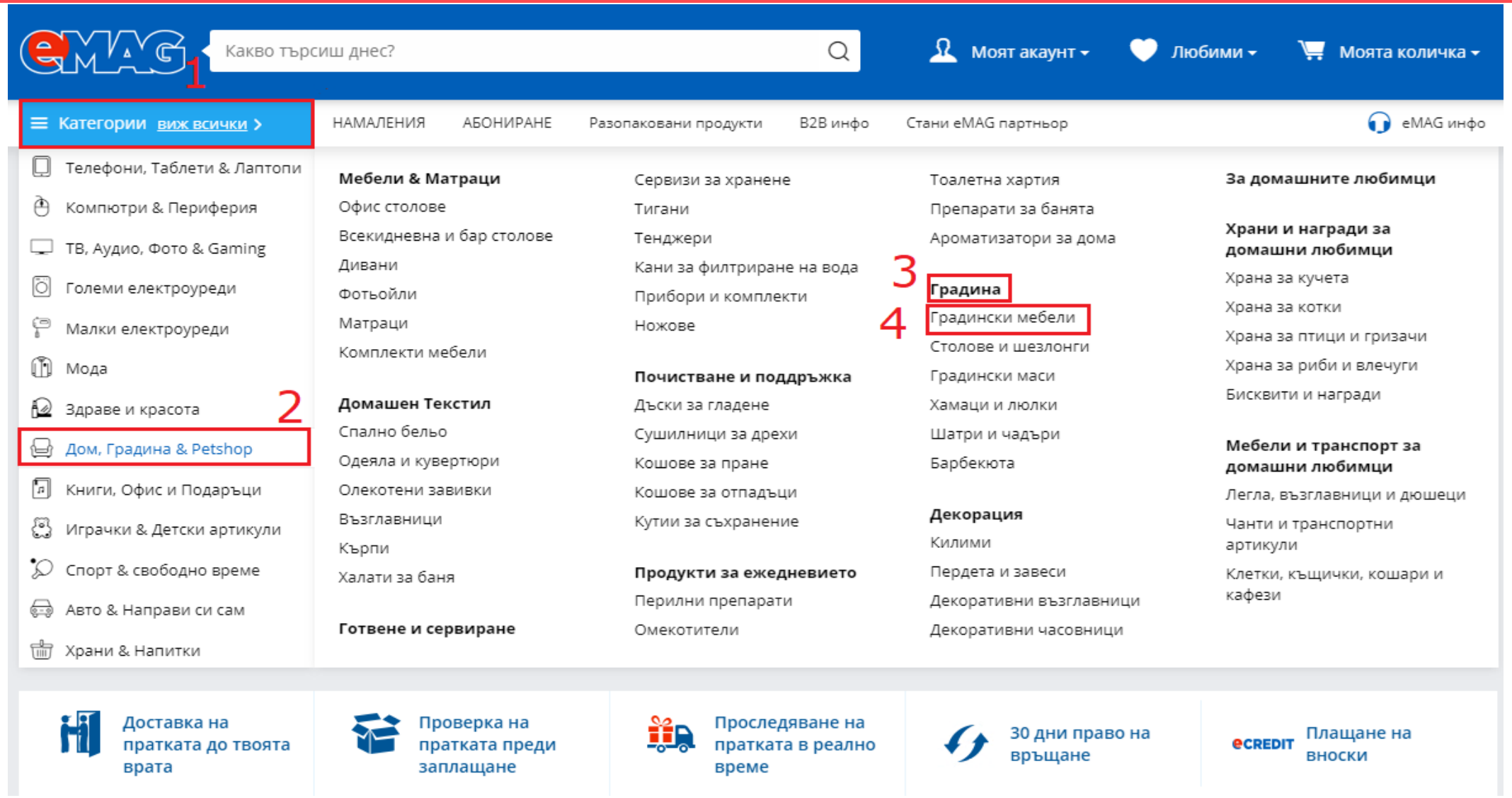
Easy structure and navigation



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SEO filters

Benefits of optimizing filter pages:

1. Increased visibility on medium to low frequency requests.

1. Improved behavioral factors:
    - lower dropout rate;
    - increased average length of stay on the site;
    - increased number of pages per session.

1. Increased conversion rate.

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Filtration with static URL

Pros:

- landing page availability
- a higher CTR in the results displayed than in dynamic URL pages
- it is easy to copy and use such links and more convenient.

Cons:

- URLs make it difficult to understand what content will be on this page;
- low relevance to keywords.

```
site.com/category/f1-42/
site.com/cat-56/col-bck/
```

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Filtration with static friendly URL

Pros:

- there are landing pages;
- low likelihood of duplication;
- a higher CTR in the results shown than in regular static pages;
- easy to work with links;
- the URL immediately understands what the page contains;
- high relevance to the search phrase.

Cons:

- may not always be implemented (depends on the CMS of the online store).

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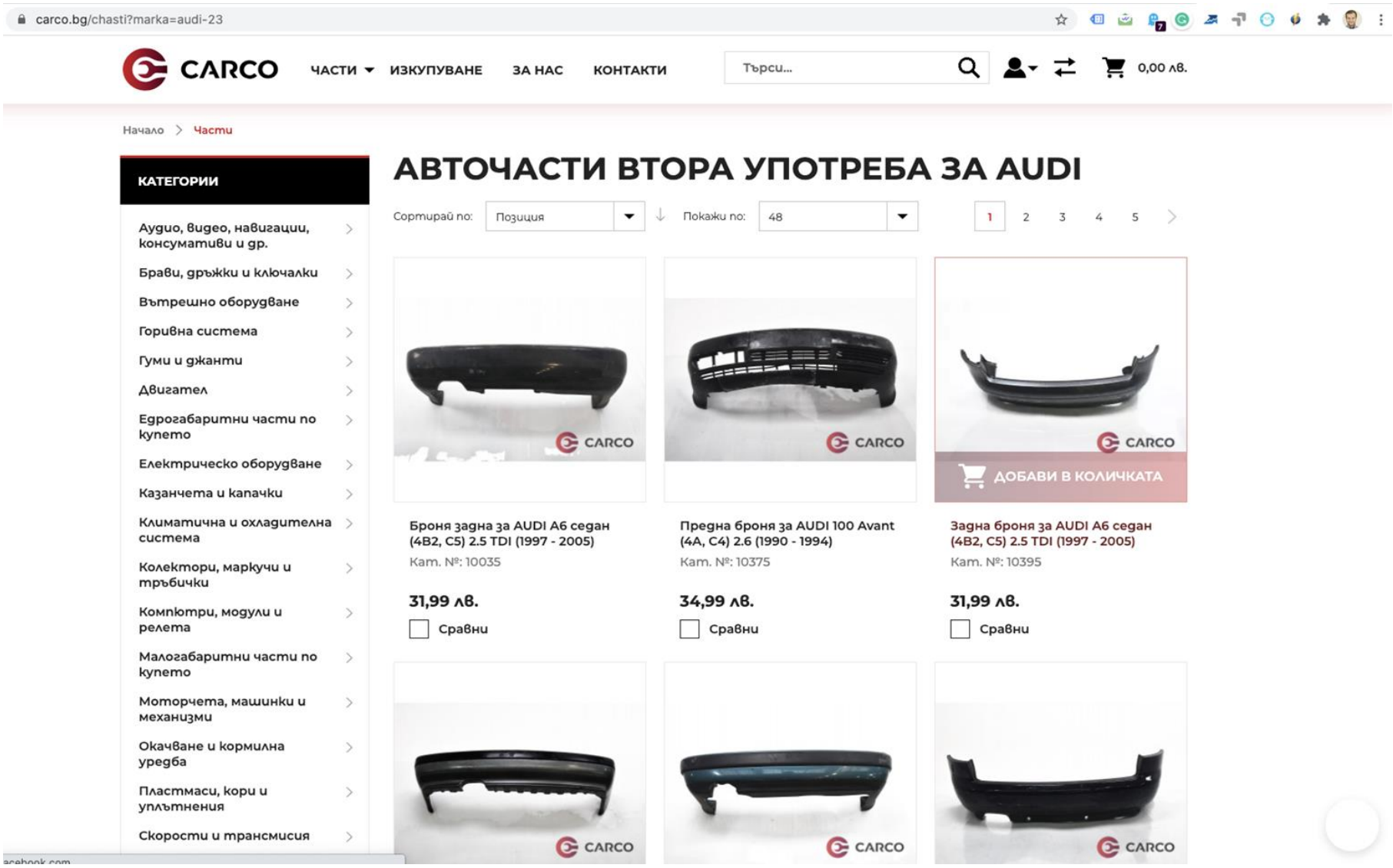
SEO filters



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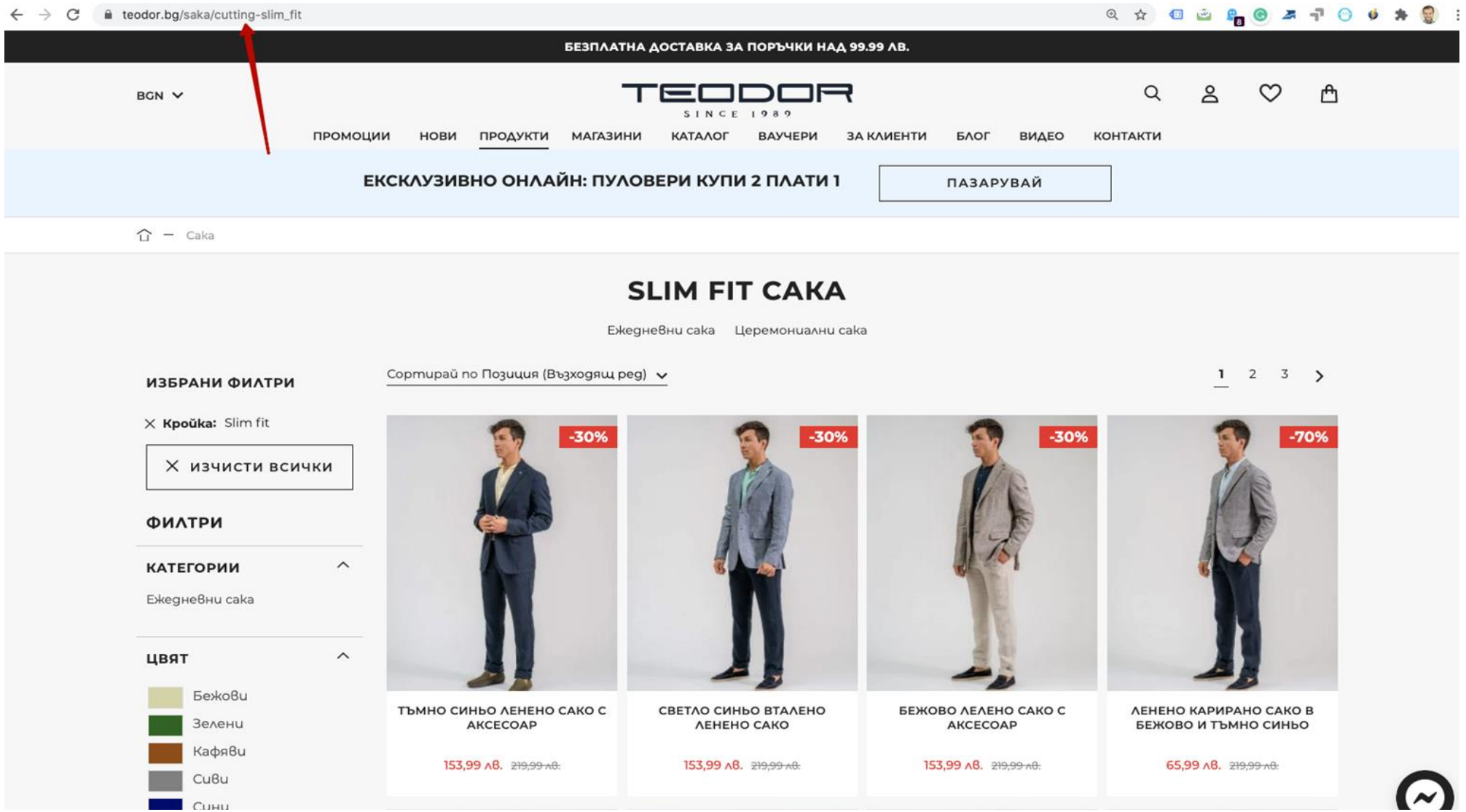
SEO filters



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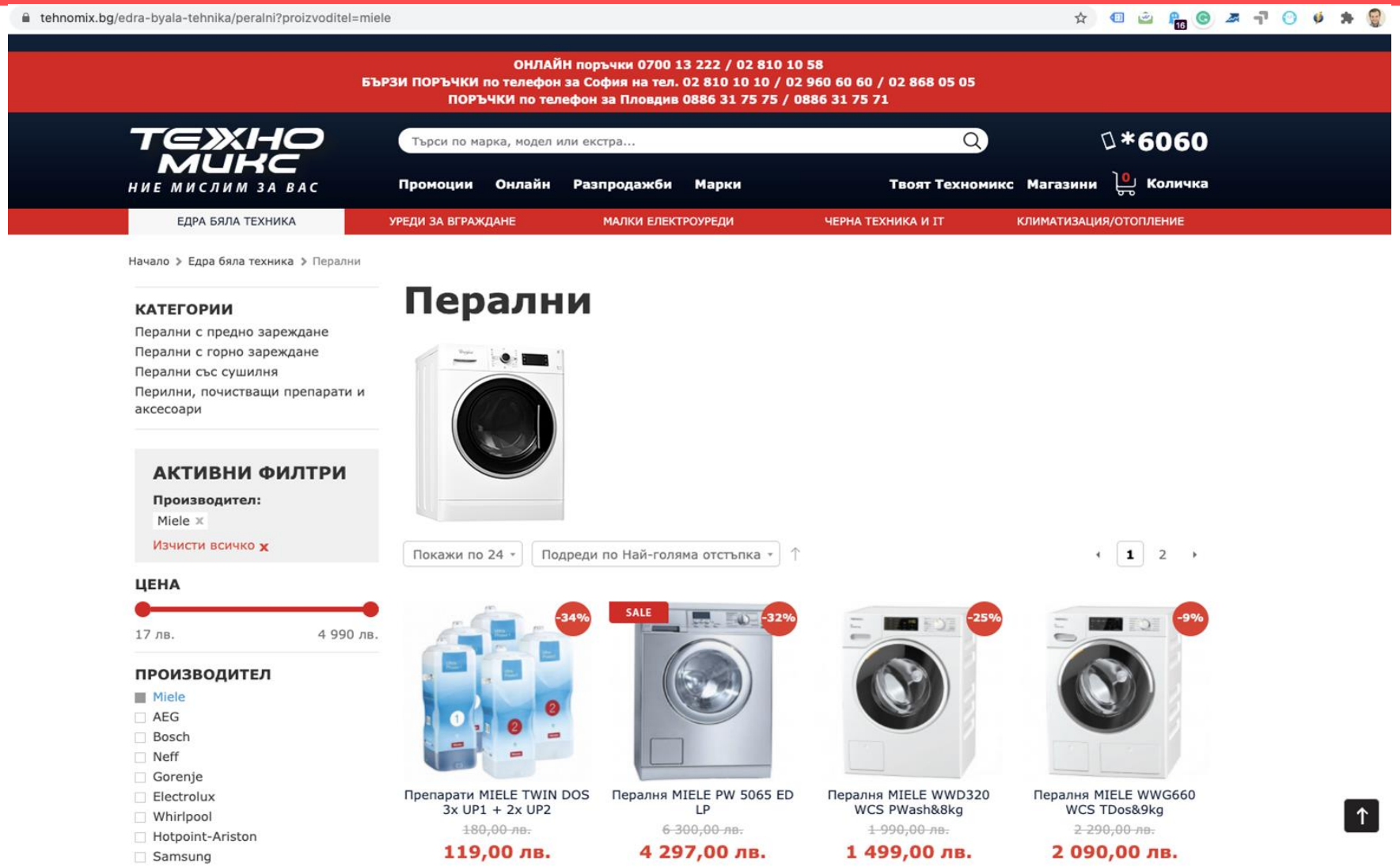
SEO filters



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SEO filters

Stages of filter optimization:

1. Generate static user-friendly URLs for filter pages.
2. Create internal link.
3. Set up meta title generation for filters.
4. Ability to add unique texts with relevant keyword phrases.
5. Canonical addresses.

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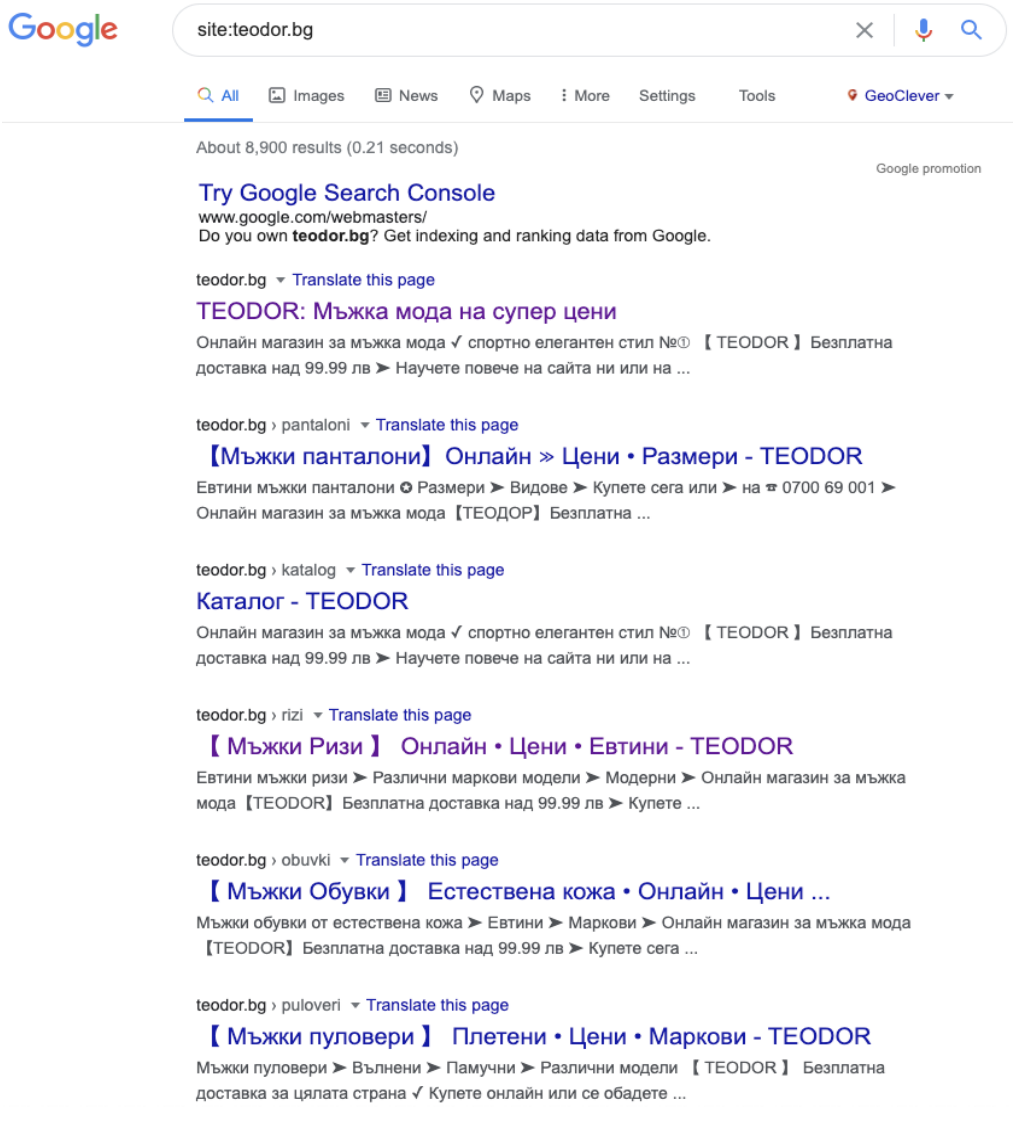
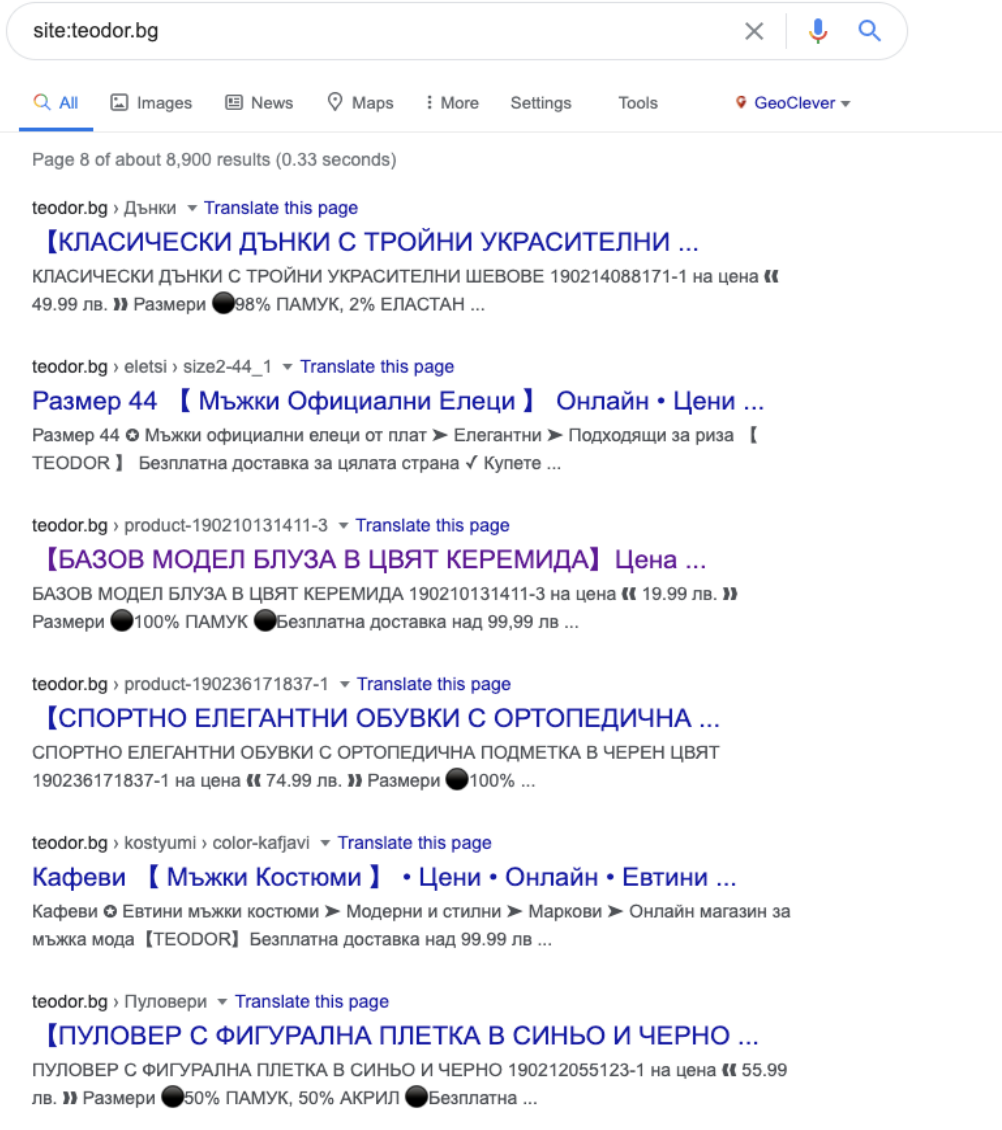
Transactional metadata





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Informative and selling content of a product

SoftUni Digital

Goals:

- detailed, structured content;
- give a maximum idea of the product;
- to inspire confidence in the brand;
- to support the purchase.

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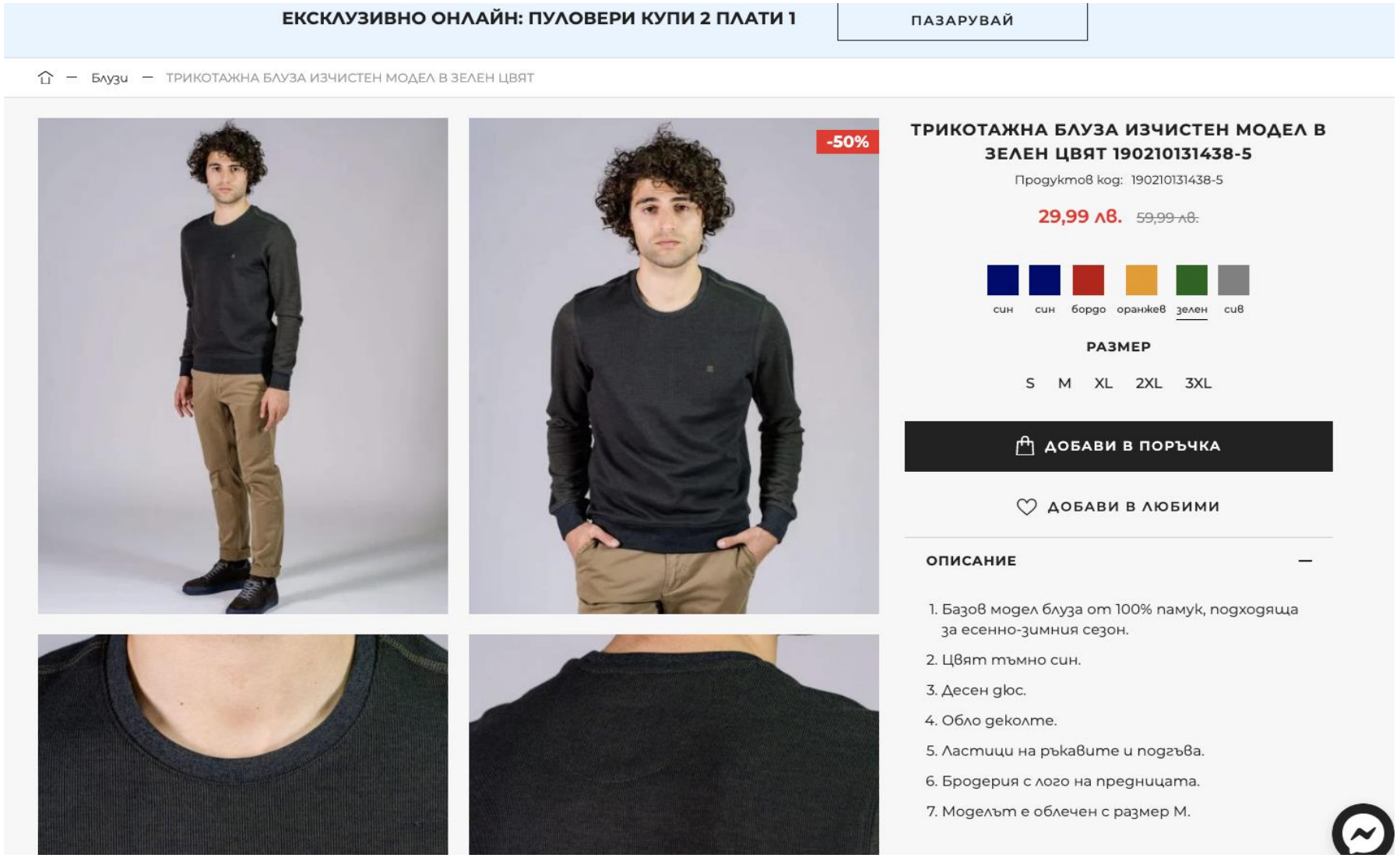
Informative and selling content of a product



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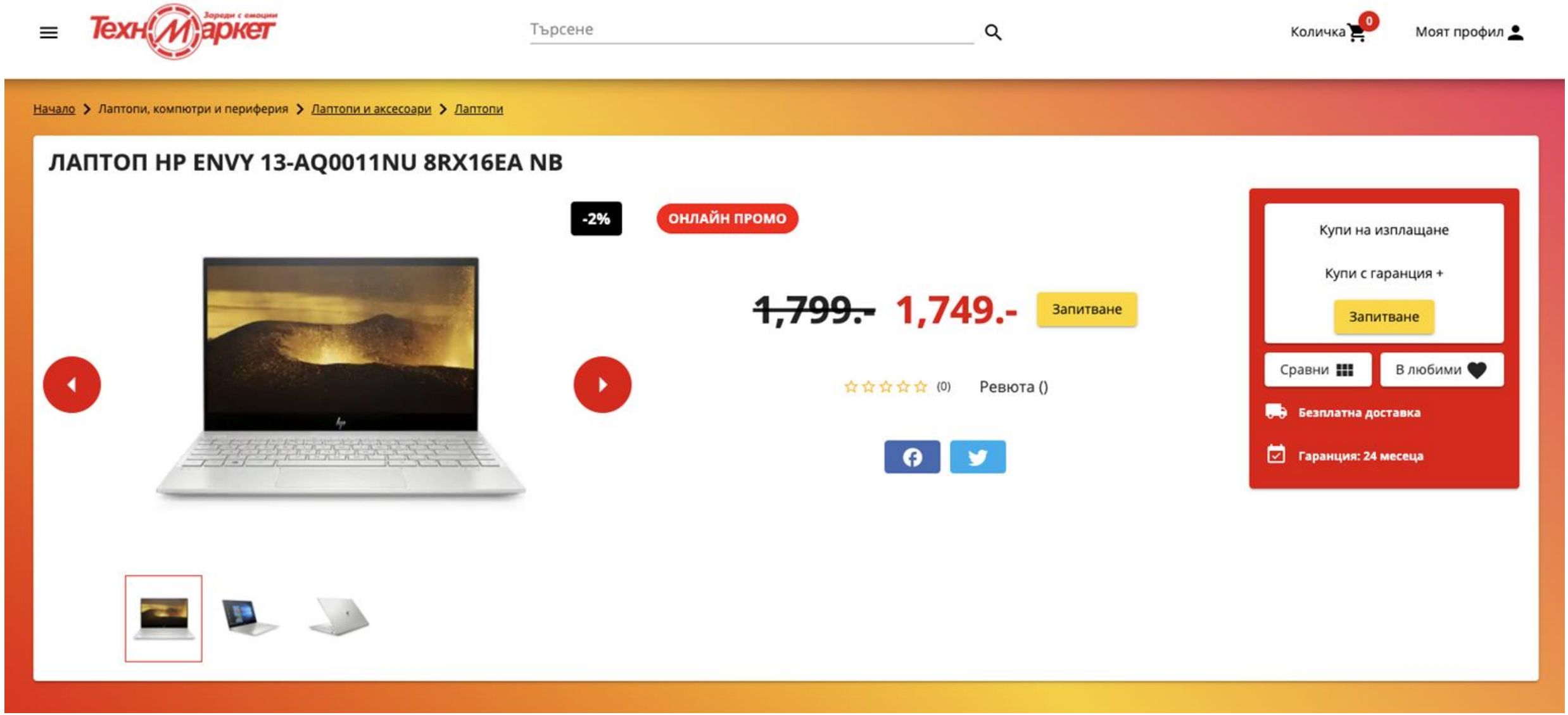
Informative and selling content of a product



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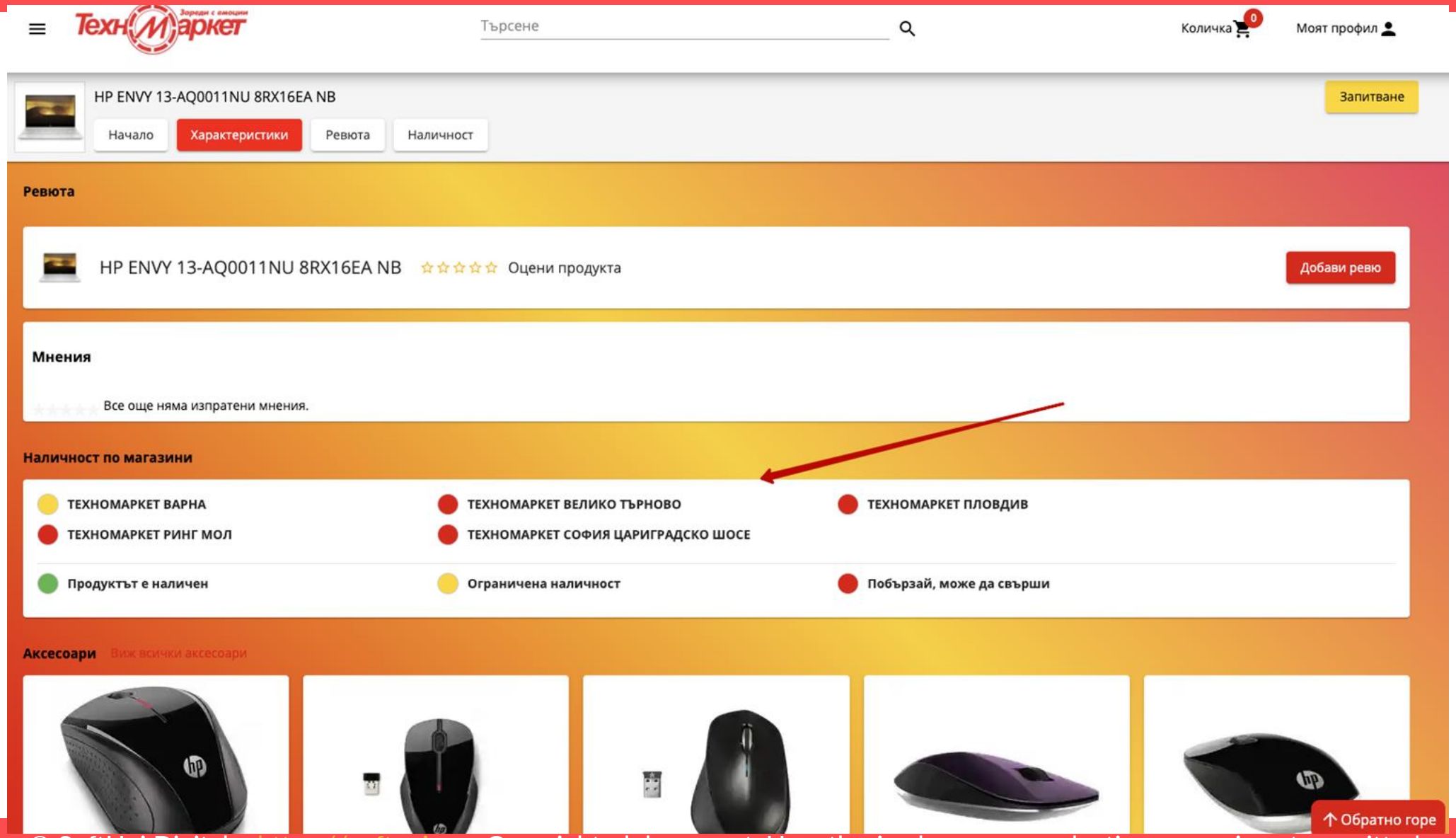
Informative and selling content of a product



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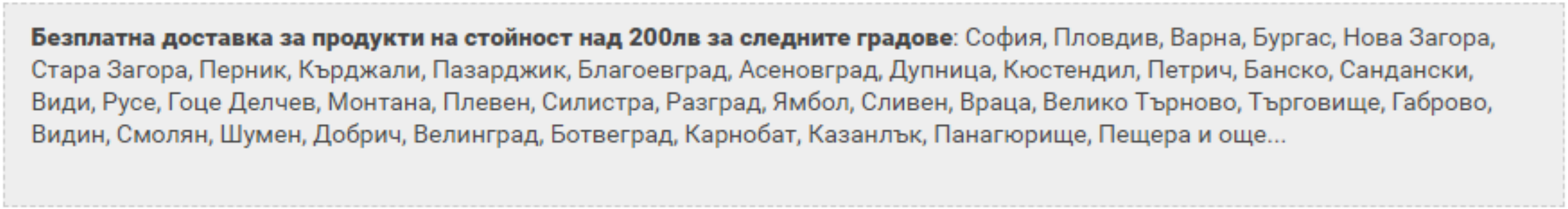
Informative and selling content of a product



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Informative and selling content of a product

Good practices:

- have close-up photos - especially when it comes to clothes and shoes;
- quick and easy selection of size and / or quantity;
- easy choice of colors - when changing the color to change the pictures of the product;
- detailed description;
- physical store availability;
- clear terms of delivery;
- related products.

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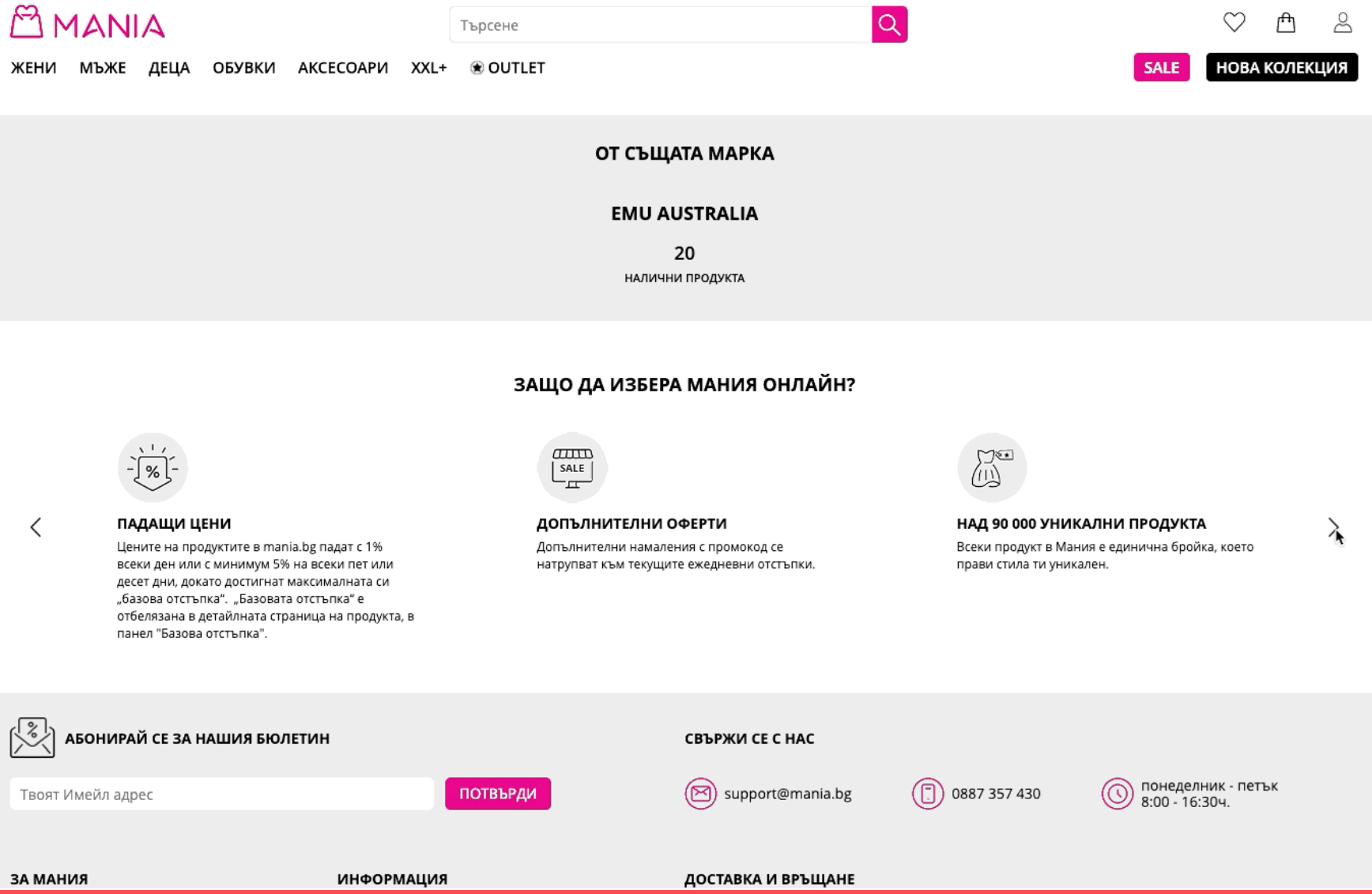
USP (Unique Selling Proposition)



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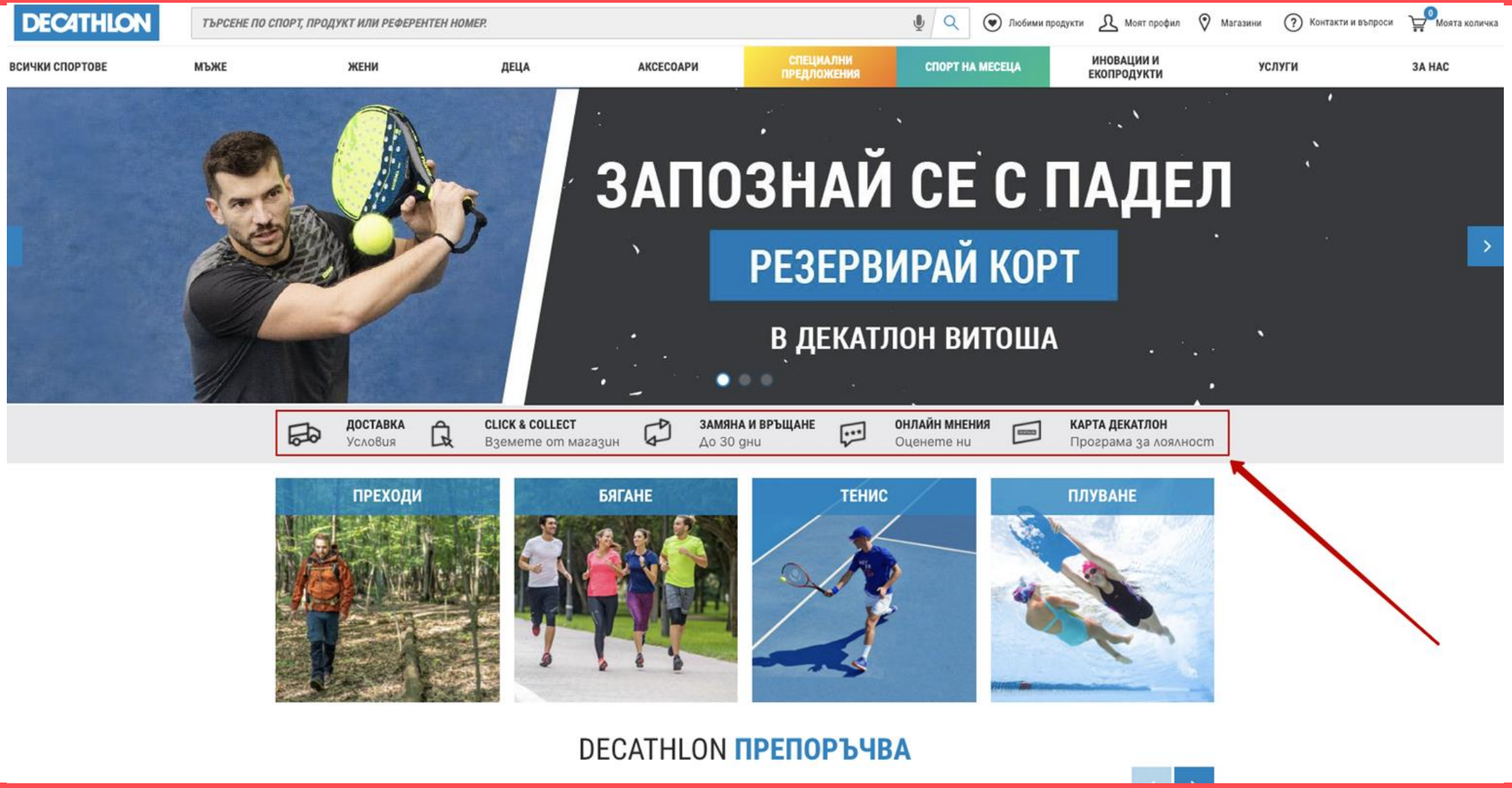
USP (Unique Selling Proposition)



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USP (Unique Selling Proposition)

SoftUni Digital

baby.bg

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БЕБЕШКИ КОЛИЧКИ | СТОЛЧЕТА ЗА КОЛА | ЗА БЕБЕШКАТА СТАЯ | ХРАНЕНЕ | ДЕТСКА МОДА | БЕБЕШКИ ИГРАЧКИ | ЗА МАЙКИ И МАЙЧИНСТВО | САНИТАРНИ ПРОДУКТИ | ПРОДУКТИ ЗА БАНЯ | БЕБЕШКА КОЗМЕТИКА | КЕНГУРА И СЛИНГОВЕ | ПРОМОЦИИ

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- Отвори преди да платиш
- От 7 години на пазара
- Гаранция за качеството

Наличен

Този продукт може да е при теб от 07.10.2020 до 16.10.2020

chipolino

1

~~59,00 лв.~~

43,90 лв.

с ДДС

КУПИ

♡ ДОБАВИ В ЖЕЛАНИ

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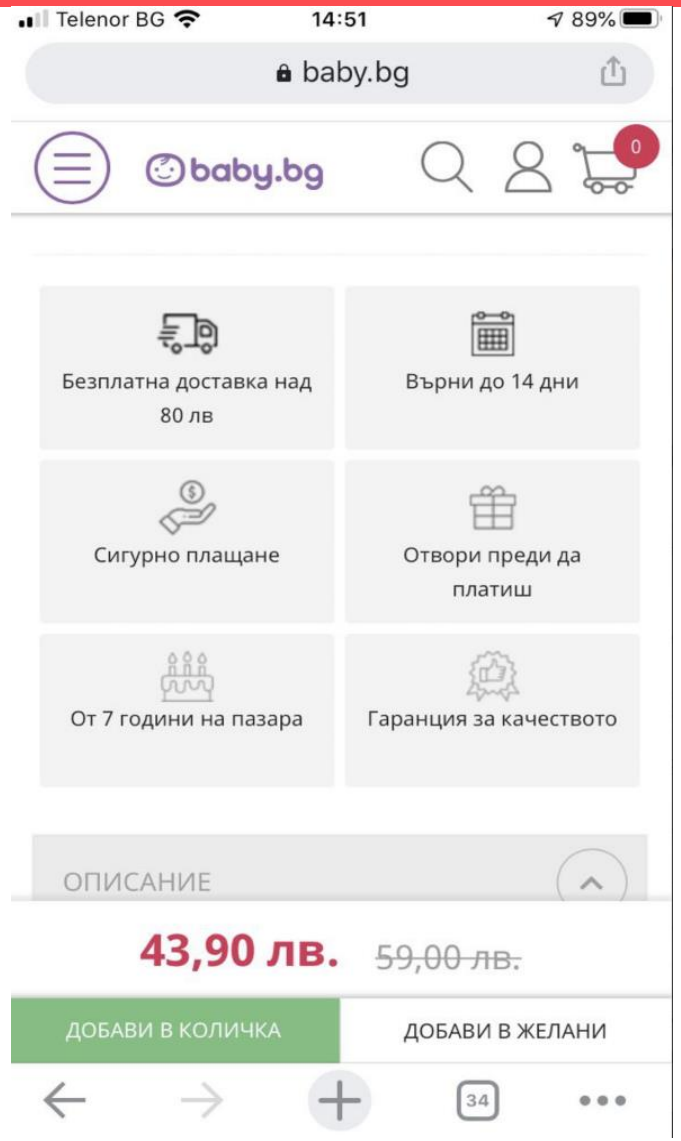
USP (Unique Selling Proposition)



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Content for categories and blog

Related products in blog: Restore.bg
Content under categories: Restore.bg

Ideal structure:

- themed image;
- an introductory paragraph;
- a list or table;
- conclusion.

3 steps before starting:

- collect semantic core of keywords and phrases;
- writing the text;
- edit text.

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Content for categories and blog

Related products in blog: Restore.bg
Content under categories: Restore.bg

Rules for writing:

- volume - about 2000 characters without punctuation;
- transaction words - no more than 1 time per 1000 characters;
- different abstracts for different texts;
- keywords of different kind, maturity, number;
- without spelling and punctuation.

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Content for categories and blog

Related products in blog: Restore.bg
Content under categories: Restore.bg

Rules for writing:

- uniqueness - not less than 95%;
- at least two subheadings (H2);
- the subheadings correspond to theses;
- paragraph - no more than 500 characters;
- sentence - no more than 250 characters;
- availability of lists or tables.

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Content for categories and blog

SoftUni Digital

Tools:

1. Serpstat – keyword research, backlink analysis, competitors research
2. Semantic analysis of text, Bulgarian
3. Online spell check, Bulgarian – Jabse
4. Uniqueness check, Advego
5. Uniqueness check, Content-Watch

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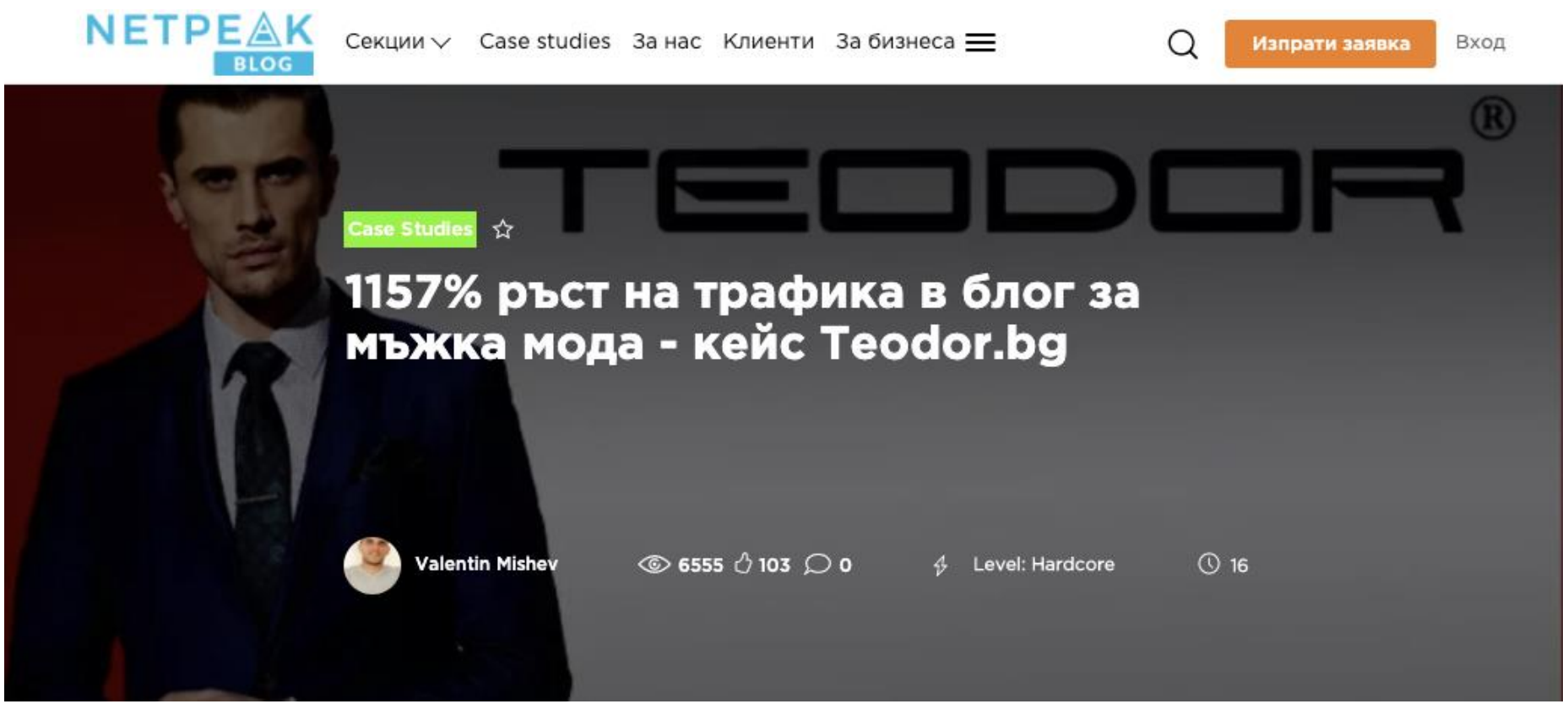
Content for categories and blog, Case-Study



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Instead of Homework

Fill the brief https://forms.gle/NZm7fumPotBuUiCP7

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Questions

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