

The image features a white background with several abstract geometric elements. A large blue semi-circle is positioned on the right side. A purple circle is located in the upper left quadrant. An orange square is partially visible on the left edge. An orange line forms a partial triangle at the top center. A teal circle is partially visible at the top right. A dashed teal line is in the lower left. The text 'Digital Marketing' is written in white on the blue semi-circle, with 'SEO' written below it in a smaller font.

Digital Marketing

SEO

	Oct				Nov				Dec				Jan				February				
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	
SEO		On Page SEO	Off Page SEO	SERPs	Google Search Console	Google Bots															
Google Ads							Search Campaigns	Keyword Planner	Display Campaigns	Youtube Ads	Google Smart Shopping										
Sitemaps												XML Site maps									
Email Marketing													Email Marketing List	Email Marketing Strategies	Email Marketing Tools	Email Marketing Content & Copywriting	Email Marketing Automation				



Search Engine Optimisation (SEO)

On Page SEO

Off Page SEO

Search Engine Results Pages
(SERP)

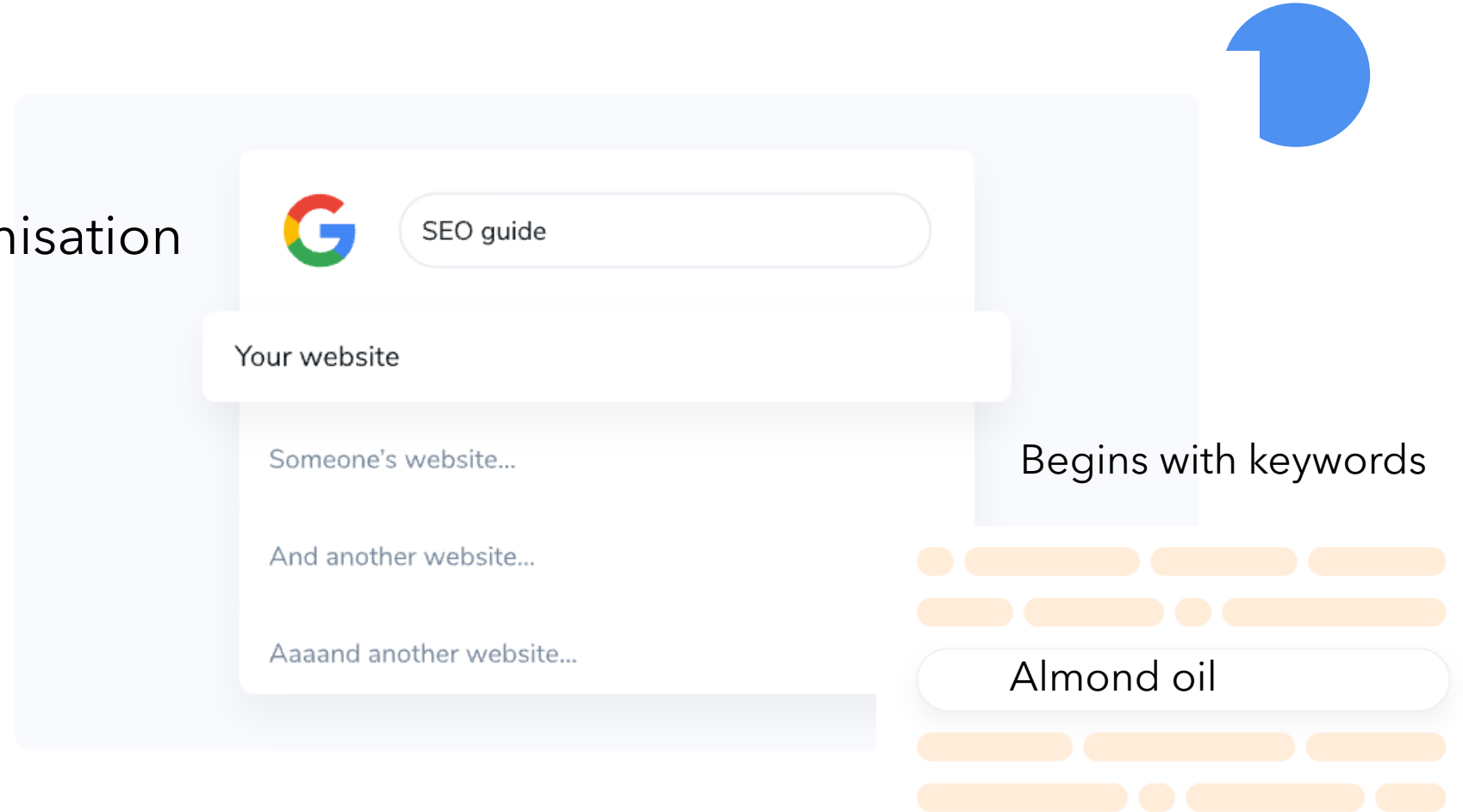
Google Search Console

Google Bots

What is SEO?

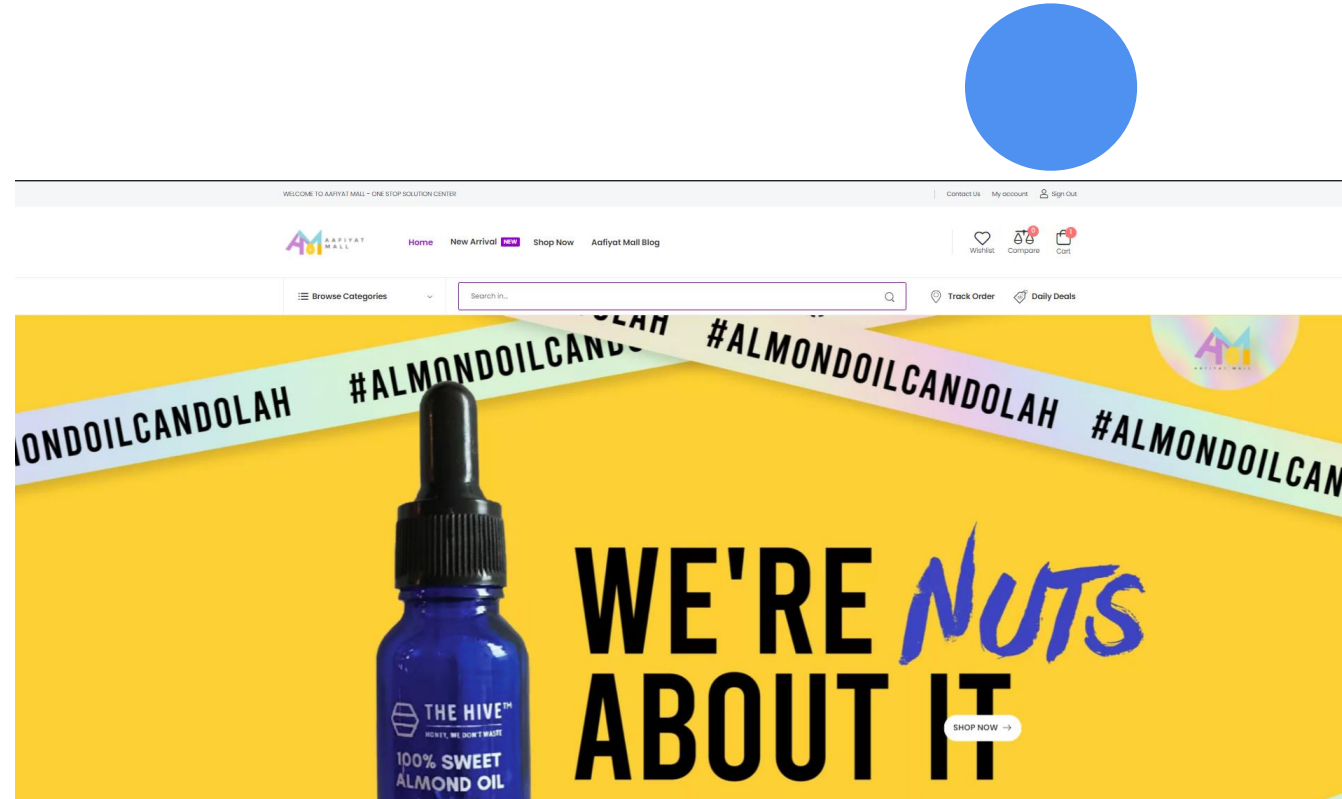
Search Engine Optimisation

- Optimise
- Increase rank
- Be No 1



On Page SEO

- Optimisation on our platform
- Ranking Factors
 - Content
 - Title Tags
 - Meta Tags
 - URL
 - Alt Text

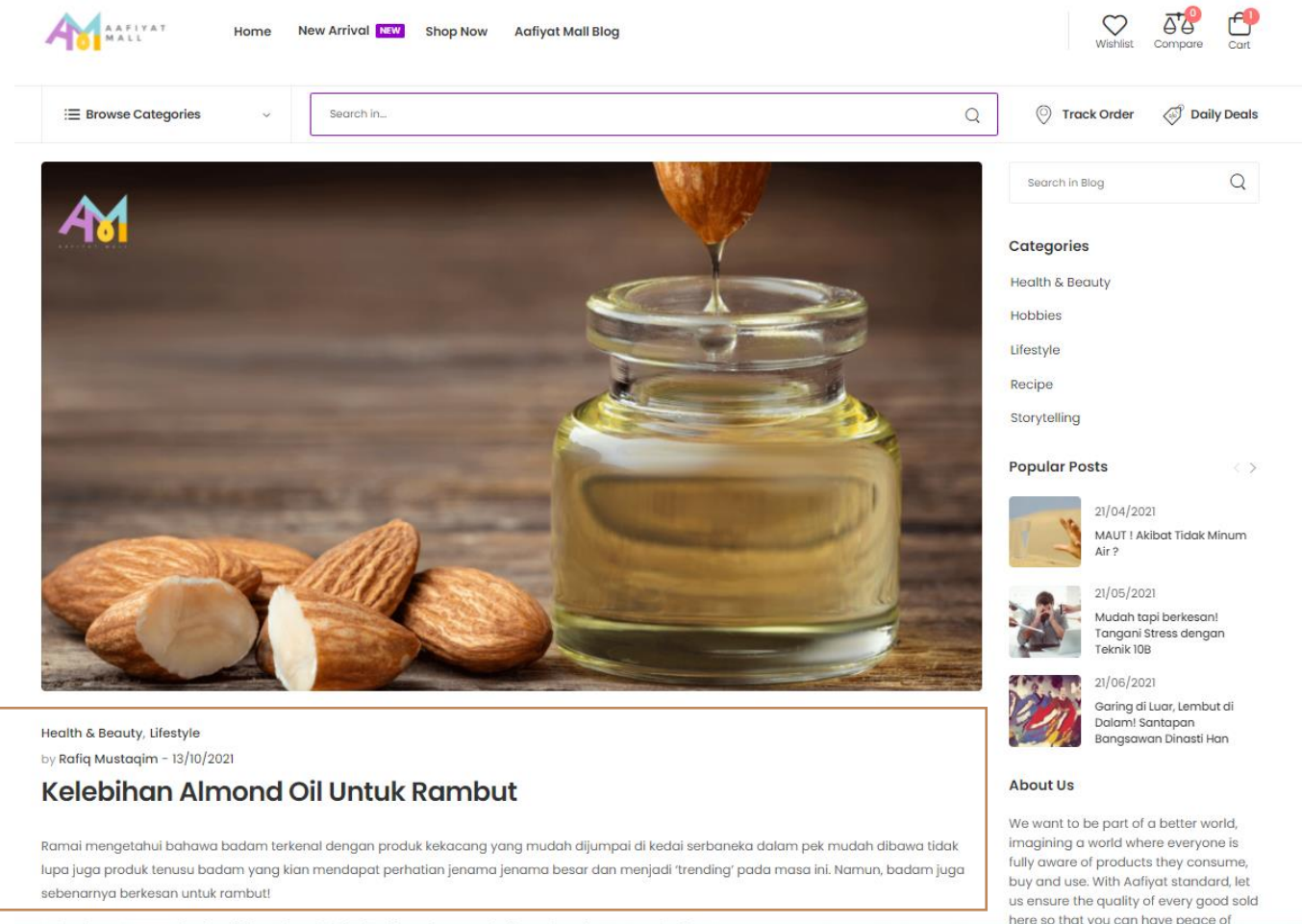


Ranking Factors - Content

Content must be:

- Relevant & clear
- Contains related keywords
- Link/Solve problems

Keywords



The screenshot shows a webpage from Aafiyat Mall. The main content is an article titled "Kelebihan Almond Oil Untuk Rambut" (Benefits of Almond Oil for Hair) by Rafiq Mustaqim, dated 13/10/2021. The article is categorized under "Health & Beauty, Lifestyle". The main image shows almond oil being poured into a glass jar, with almonds and almond oil on a wooden surface. The article text begins with "Ramai mengetahui bahawa badam terkenal dengan produk kecacang yang mudah dijumpai di kedai serbaneka dalam pek mudah dibawa tidak lupa juga produk tenusu badam yang kian mendapat perhatian jenama jenama besar dan menjadi 'trending' pada masa ini. Namun, badam juga sebenarnya berkesan untuk rambut!". The right sidebar contains a search bar, a "Track Order" button, a "Daily Deals" button, a "Categories" list (Health & Beauty, Hobbies, Lifestyle, Recipe, Storytelling), a "Popular Posts" section with three articles, and an "About Us" section.

Health & Beauty, Lifestyle
by Rafiq Mustaqim - 13/10/2021

Kelebihan Almond Oil Untuk Rambut

Ramai mengetahui bahawa badam terkenal dengan produk kecacang yang mudah dijumpai di kedai serbaneka dalam pek mudah dibawa tidak lupa juga produk tenusu badam yang kian mendapat perhatian jenama jenama besar dan menjadi 'trending' pada masa ini. Namun, badam juga sebenarnya berkesan untuk rambut!

Ranking Factors – Title Tags

- Elements of the title not just title
- Contains related keywords
- Contains brand name
- 50-60 characters max.
- Don't 'keyword stuffing' – reduce ranking

Dashboard > Keyword Overview > Keyword Magic Tool

Keyword Magic Tool: almond oil

Database: Malaysia | Currency: MYR

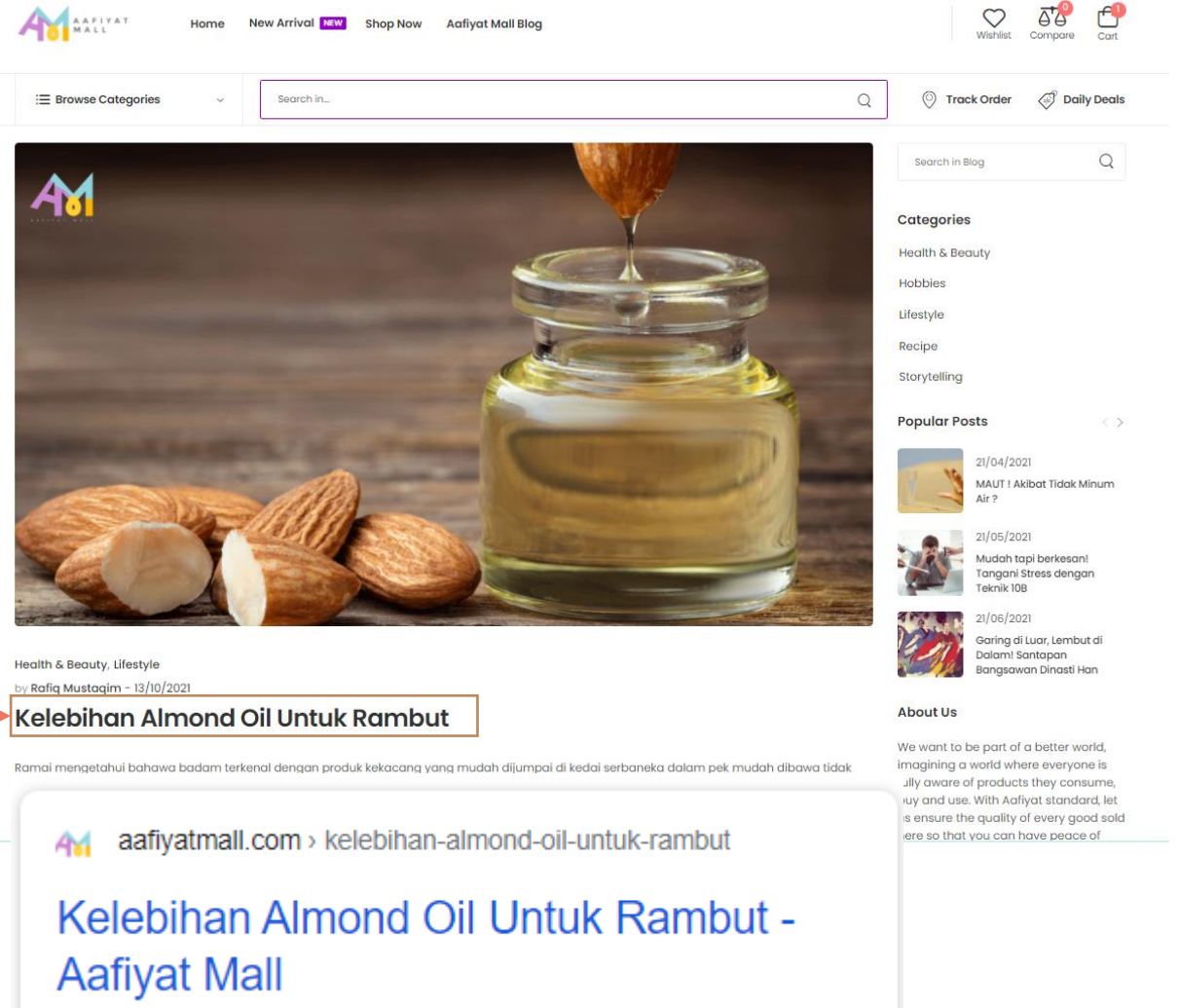
All Questions Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % CPC Include keywords Exclude keywords Advanced Filters

By number By volume All keywords: 628 Total volume: 10,240 Average KD: 43%

All keywords	628	Keyword
> sweet	182	<input type="checkbox"/> almond oil
> hair	58	<input type="checkbox"/> sweet almond oil
> skin	51	<input type="checkbox"/> almond oil for hair

Search Results:



Home New Arrival NEW Shop Now Aafiyat Mall Blog

Wishlist Compare Cart

Browse Categories Search in...

Track Order Daily Deals

Search in Blog

Categories

- Health & Beauty
- Hobbies
- Lifestyle
- Recipe
- Storytelling

Popular Posts

- 21/04/2021 MAUT ! Akibat Tidak Minum Air ?
- 21/05/2021 Mudah tapi berkesan! Tangani Stress dengan Teknik 10B
- 21/06/2021 Garing di Luar, Lembut di Dalam! Santapan Bangsawan Dinasti Han

About Us

We want to be part of a better world, imagining a world where everyone is fully aware of products they consume, buy and use. With Aafiyat standard, let us ensure the quality of every good sold here so that you can have peace of

Health & Beauty, Lifestyle

by Rafiq Mustaqim - 13/10/2021

Kelebihan Almond Oil Untuk Rambut

Ramai mengetahui bahawa badam terkenal dengan produk kekacang yang mudah dijumpai di kedai serbaneka dalam pek mudah dibawa tidak

aafiyatmall.com > kelebihan-almond-oil-untuk-rambut

Kelebihan Almond Oil Untuk Rambut - Aafiyat Mall

Ranking Factors – Meta-Tags

- What's in the page
- Contains related keywords
- Up to 160 characters
- Affect on CTR -> affect on page ranking

Meta description

Insert variable

almond oil bukan sahaja boleh dimakan dan dijadikan bahan dalam produk tenusu tapi juga mempunyai kelebihan untuk rambut. sebagai perapi dalaman, melembutkan rambut, merawat masalah kulit kepala, membantu pertumbuhan rambut

SEO analysis
almond oil untuk rambut

aafiyatmall.com › kelebihan-almond-oil-untuk-rambut

Kelebihan Almond Oil Untuk Rambut - Aafiyat Mall

Oct 13, 2021 - almond oil bukan sahaja boleh dimakan dan dijadikan bahan dalam produk tenusu tapi juga mempunyai kelebihan untuk rambut. sebagai perapi dalaman, ...



Ranking Factors – URLs

- Naming format of the URL
- Follows hierarchy - Site/Page/Slug
- Adds relevancy to search engine or it cannot appear in search results

aafiyatmall.com > kelebihan-almond-oil-untuk-rambut

Kelebihan Almond Oil Untuk Rambut - Aafiyat Mall

Oct 13, 2021 - almond oil bukan sahaja boleh dimakan dan dijadikan bahan dalam produk tenusu tapi juga mempunyai kelebihan untuk rambut. sebagai perapi dalaman, ...



URL: <https://aafiyatmall.com/kelebihan-almond-oil-untuk-rambut/>

Site Title

Slug

URL: <https://aafiyatmall.com/product/sweet-almond-oil/>

Site Title

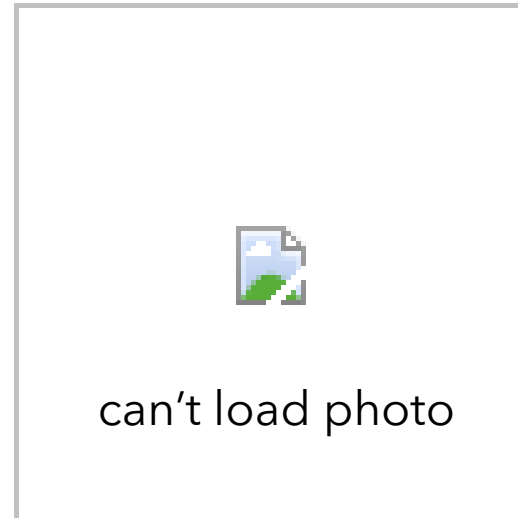
Page

Slug

Ranking Factors – Alt-Text

- Replace image with text
- Useful situation: image not appear due to bandwidth or image problem
- Allows search engine crawlers to index the image - can identify the image

Home > Health & Beauty > Supplement > SWEET ALMOND OIL



SWEET ALMOND OIL



Category: Supplement

SKU: FG-SC-HAO-015-01-F00-01

RM18.00

★★★★★ (0 Reviews)

- Reduce puffiness and under-eye circles
- Improves complexion and skin tone
- Treats dry skin
- Improves acne
- Reduces the appearance of scars
- Reduces the appearance of stretch marks
- Helps reverse sun damage

In stock

1 - +

 ADD TO CART

Alt Text: The Hive Sweet Almond Oil Bottle with Dropper

Others – Media Titles

- Renaming media titles are necessary to:
- Search engine image referrals - appear in search results
- Allows search engine crawlers to index the image - can identify the image



initial title

Uploaded on: October 7, 2021
Uploaded by: [Test](#)
Uploaded to: [SWEET ALMOND OIL](#)
File name: AO-WithoutBackground.png
File type: image/png
File size: 696 KB
Dimensions: 3375 by 3375 pixels

Alternative Text:
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

Caption:

Description:

File URL:
[Copy URL to clipboard](#)

Required fields are marked *

[Regenerate Thumbnails](#)

[View attachment page](#) | [Edit more details](#) | [Delete permanently](#)



updated title

Uploaded on: October 7, 2021
Uploaded by: [Test](#)
Uploaded to: [SWEET ALMOND OIL](#)
File name: AO-WithoutBackground.png
File type: image/png
File size: 696 KB
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Alternative Text:
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[Copy URL to clipboard](#)

Required fields are marked *

[Regenerate Thumbnails](#)

[View attachment page](#) | [Edit more details](#) | [Delete permanently](#)

Title: Sweet-Almond-Oil.png



Thank you