

The background features a large blue semi-circle on the right side. To its left, there is a purple circle, an orange square outline, and an orange triangle outline. Several teal dashed lines are scattered across the white background. A teal circle is partially visible at the top right.

Digital Marketing Week 3

	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				

link building -backlinks



Search Engine Optimisation (SEO)



On Page SEO

Off Page SEO

Search Engine Results Pages
(SERP)

Google Search Console

Google Bots

What is Search Engine?

- **Search Engine**
- A place where we search or 'Googling'
- Often confused with browsers. They are definitely like 'Parents & Sons' but some search engines can standalone (e.g.; Google Search, Yahoo Search, etc)

Google YAHOO!

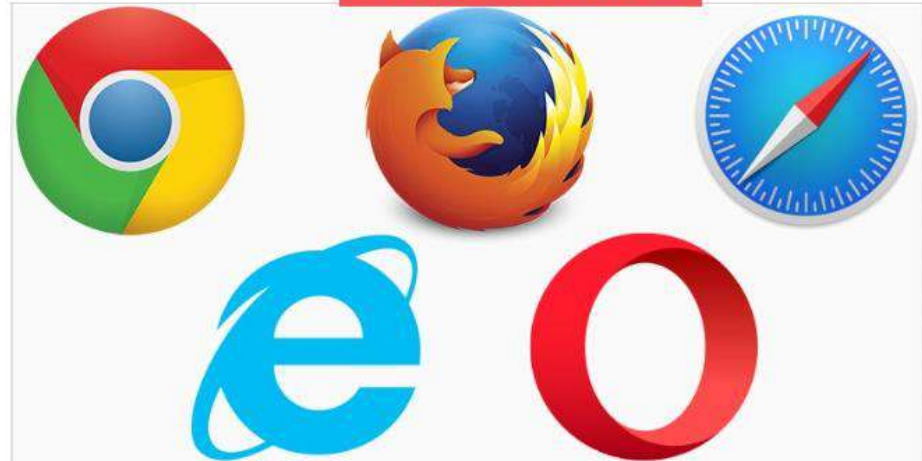
Yandex AOL. Ask.com

Baidu 百度 Bing

SEARCH ENGINES

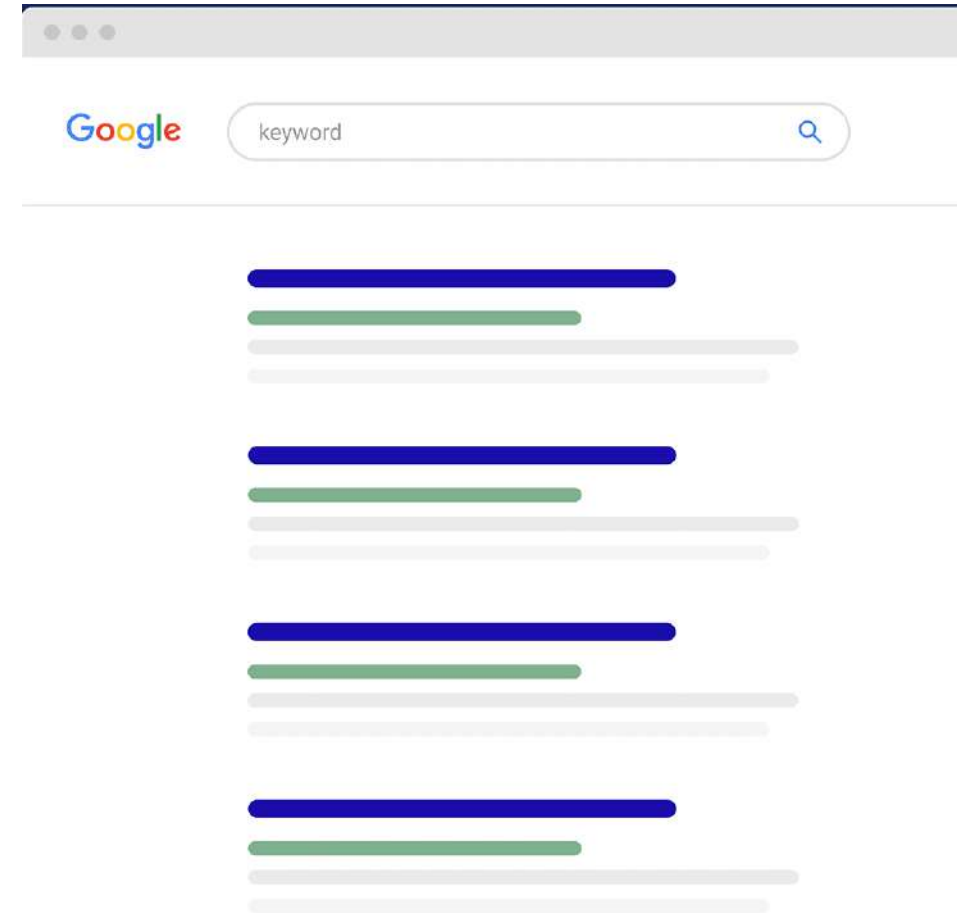
NOT THE SAME

BROWSERS



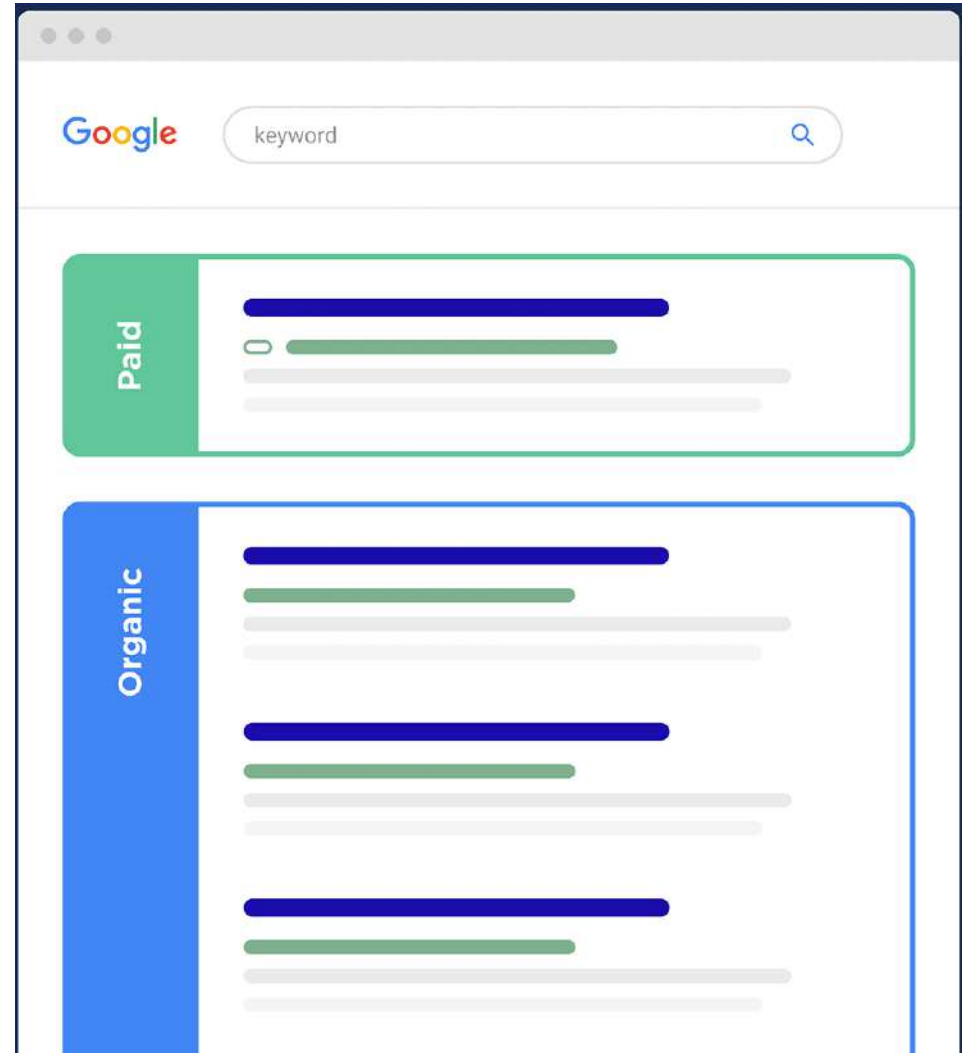
When you key in 'queries' in searchbar

- Perform search and get **results**
- The results shows the pages of websites in 'ranking' orderly manner



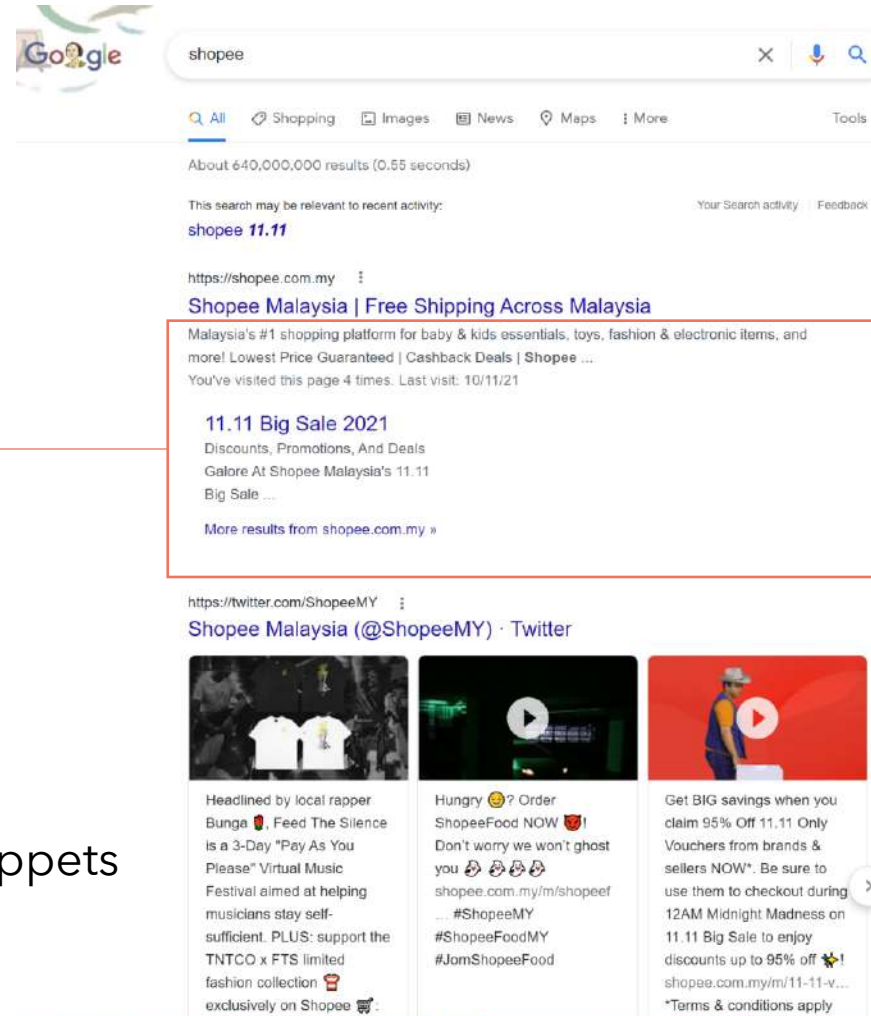
When you key in 'queries' in searchbar

- Perform search and get **results**
- The results shows the **pages** of websites in 'ranking' orderly manner
- The basic structure of results are paid results and organic results



Search Engine Results Pages (SERPs)

- it's the page that displays search results whenever you search for something on Google.
- Main features of SERPs
 - Paid Results
 - Organic Results
 - Rich Snippets/Featured Snippets
 - Knowledge Graphs



Featured Snippets

Knowledge Graph



The Knowledge Graph for 'Shopee' is shown in a red-bordered box. It features the Shopee logo and name at the top. Below, it provides detailed information: 'Shopee Pte Ltd is a Singaporean multinational technology company which focuses mainly on e-commerce. Wikipedia'. It lists the founder as Forrest Xiaodong Li, founded in February 5, 2015, and CEO as Chris Feng (Jul 2015-). It also states the number of employees (20,000+), headquarters (5 Science Park Drive, Singapore 118265), subsidiaries (Shopee Japan Co., Ltd; PT. Bank Kesejahteraan Ekonomi; Tinh Tinh E-commerce), and parent organizations (Sea, Sea Ltd). At the bottom, there are social media profiles for Instagram, Facebook, Twitter, and LinkedIn, and a section for 'People also search for' including Lazada, Tokopedia, AliExpress, and Taobao.

How SERPs important in SEO?

- It makes our website 'distinctive'
- Looks professional
- Increase recognition, trust and reliability
- Help increase our featured webpage presence over the others
- The featured snippets has increase the 'no click searches' (sparktoro.com)
- we could develop AM presence with Google My Business



Google
My Business

A screenshot of a Google search for "signature market". The search bar shows "signature market" with a search icon. Below the search bar, there are tabs for "All", "Shopping", "Images", "Maps", "News", and "More". The search results show "About 835,000,000 results (0.55 seconds)". The first result is an advertisement for "Signature Market Malaysia - Start Your Healthy Lifestyle" with a link to "https://www.signaturemarket.co/promotion/freedelivery". Below the ad, there are four featured snippets: "100% Natural Dried Fruits", "Daily Freshly Baked Nuts", "Artisan Cookies", and "Nourishing Herbal Soup". The main organic result is "Signature Market: Healthy Snacks Malaysia" with a URL "https://www.signaturemarket.co". Below this, there are more results for "Items on Sale", "View Cart", "Contact Us", "Bundles & Gifts Sets", "All Products", and "Nuts & Trail Mixes". To the right of the search results, there is a Google My Business listing for "Signature Market" with a 3.5-star rating, 130 reviews, and address "C-01-08, Medan Connaught, No 1, Jln 3/144a, Cheras, 56000 Kuala Lumpur". The listing also shows hours of operation and a phone number. Below the listing, there are sections for "Questions & answers" and "Popular times". The "Popular times" section shows a bar chart for the days of the week, with a "Live" indicator for "As busy as it gets".


How to optimize SERPs in SEO?

- **Paid Search** – Pay and get clicks!
- Optimise **organic search** – the long way
 - On page SEO
 - Off page SEO
 - Site loading speed
 - Brand presence & trust
- Because Google choose what to be featured on **snippets**.
 - Snippets does increase CTRs (backlinko.com)
- Apply **structured data** to website – Use and learn Google’s language!
 - Can use Google’s Markup Helper or Schema.org
 - Allow SE to learn and understand better of our content & displays in rich snippets of info, images etc
- **Google My Business**
- **Google Shopping** (See you in Dec Week 3)

The image shows two screenshots. The top one is the Google Structured Data Markup Helper interface, which includes a navigation bar with 'Enter Page', 'Tag Data', and 'View HTML' buttons. Below the navigation bar, there are radio buttons for selecting data types: Articles, Book Reviews, Data sets, Events, Films, Job postings, Local Businesses, Products, Question & Answer Page, Restaurants, Software Applications, and TV Episodes. There are also input fields for 'URL' and 'HTML' and a 'Start Tagging' button. The bottom screenshot is the Schema.org website, featuring a red header with the 'Schema.org' logo and navigation links for 'Documentation', 'Schemas', and 'About'. The main content area is titled 'Organization of Schemas' and contains text explaining that schemas are a set of 'types' with associated properties, arranged in a hierarchy. It also provides a list of commonly used types such as Creative works, Embedded non-text objects, Event, Health and medical types, Organization, Person, Place, Product, Review, and Action.



Thank you



9/3/20XX

Presentation Title

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