



IONIAN UNIVERSITY

i DEPARTMENT OF INFORMATICS

OPTIMIZING RESULTS IN SEARCH ENGINES WITH SEO

DIPLOMA THESIS

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Affirmation: I certify that I am the author of this thesis and that any help needed for the preparation is fully acknowledged and refers to the diploma thesis. I have also mentioned any sources from which I used data, ideas or words, whether they are exactly mentioned or paraphrased. I also certify that this diploma thesis was prepared by me specific to the curriculum requirements of the Department of Informatics of Ionian University.

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Abstract

The Internet has developed fast in the last few years. With the rise of it there had to be created a tool to help people to find the information they are looking for. That is exactly why search engines were developed. Over the time many search engines were created but the one that was established over the years as the number one is Google.

It did not take very long for businesses to realize that through the Internet they could promote their products and services. Many internet marketing strategies were developed for that purpose. One such strategy is Search Engine Marketing and its aim is to increase a website's visibility and improve the quality and the quantity of the traffic. SEM is divided into Search Engine Optimization and Pay Per Click advertising. Search Engine Optimization refers to optimally improving the website for search engines. From the Other Hand Pay Per Click is the practice of paying the search engine provider each time a user clicks on the ad. Each has its own advantages and disadvantages. Both of them are used by businesses in order to gain visibility. As they are considered a necessity for the modern world it is really easy to forget that the specific industry is just a couple of decades old.

In the first part of the current diploma thesis the main goal is to analyze Search Engine Optimization. How search engines do work is analyzed and a situation of the current situation when it comes to search engines market share is mentioned. Additionally a reference to internet marketing, SEM and Google's algorithms, it's ranking factors and ethics in the industry is made. After that a list of up to date SEO techniques used by experts is introduced . The so-called On Page, Off Page and Technical SEO techniques are showcased and described in detail. Moreover, Local SEO and social media and SEO's relationship is described and an average time that is needed to rank a website is vitrined. In the end, the key performance indicators that will be taken under consideration for the below case studies are analyzed.

As for the second part, an application of the above mentioned techniques is showcased on real businesses according to each case's needs. 4 specific businesses are described, SEM techniques that were used are mentioned and the produced results for each case are analyzed based on specific key performance indicators. The experiment refers to a period of a year for one case as it is a local business and as for the remaining three the summer season as they are established in the tourism industry. Each business's online presence was developed on a wordpress platform by a specific web development firm and the techniques were introduced by the author of the thesis.

Keywords: Internet, Search Engines, Google, Wordpress SEO, Google Algorithms, Search Engine Optimization, SEO, SEO techniques, On-Page SEO, Off-Page SEO, Technical SEO, SEO Tools

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CHAPTER 1: INTRODUCTION

1.1 Introduction

In the past years the scientific field has made a ton of discoveries. One of them is the Internet. The internet consists of millions of computers that exchange data or information with each other through protocols. Since the internet consists of many smaller internets, it could also be called “the network of networks”. The network is used for remote communication between two or more computers and to allow a computer to offer its services to other computers. Computers communicate via telecommunication cables or satellite dishes and telephone lines. It provides a lot of possibilities for information and communication so it has great publicity and use. It is also very easy to use its services as well as the fact that any computer can be connected to the internet.

In our society, people around the globe use the Internet to search and retrieve data and information on a variety of subjects. Information can be found in many formats, such as text, image, audio or video. Information can be exchanged among people, businesses and governments. They also conduct business and transactions through the internet. This can become possible because of the amount of networks connected to the internet. The great number of information from many different sources and forms has been available to the public for the first time.

According to World Internet Users and Population Statistical Information by Internet World Stats (www.internetworldstats.com) out of more than 7.8 Billion people today it is estimated that nearly 5 Billion people have access to the Internet. That means that around 63% of people alive today have used the Internet at the end of 2020. The growth rate from 2000 to 2020 comes to an average of 1,271%. Asia has the biggest percentage of usage (51.8 %) with Europe, although having a much smaller population, coming second (14.7 %) and Africa third (12.8 %). Africa. The Fact that Africa has the biggest Growth rate (13,941 %) is worth noting because it outpaces the growth rate of other Continents and is bigger even by combining the other rates.

The following table estimates in more detail the number of internet users worldwide at the end of 2020 as well as the growth rates of users (*World Internet Users Statistics and 2020 World Population Stats, 2020*).

WORLD INTERNET USAGE AND POPULATION STATISTICS 2020 Year-Q4 Estimates						
World Regions	Population (2021 Est.)	Population % of World	Internet Users 31 Dec 2020	Penetration Rate (% Pop.)	Growth 2000-2020	Internet World %
Africa	1,357,198,684	17.3 %	633,8856,924	46.7 %	13,941 %	12.8 %
Asia	4,309,503,789	55.0 %	2,563,503,922	59.5 %	2,143 %	51.8 %
Europe	835,700,837	10.7 %	727,848,547	87.1 %	593 %	14.7 %
Latin America / Caribbean	658,382,700	8.4 %	477,824,732	72.6 %	2,545 %	9.7 %
Middle East	263,933,993	3.4 %	184,856,813	70.0 %	5,528 %	3.7 %
North America	370,146,066	4.7 %	332,910,868	89.9 %	208 %	6.7 %
Oceania / Australia	43,138,089	0.6 %	29,066,532	67.4 %	281 %	0.6 %
WORLD TOTAL	7,838,004,158	100.0 %	4,949,868,338	63.2 %	1,271 %	100.0 %

Table 1.1: World Internet Usage and population Statistics (Estimates)

CHAPTER 2: SEARCH ENGINE OPTIMIZATION BACKGROUND

2.1 Search Engines

Search Engines are special programs that search and then display information from all registered sources on the internet. It is impossible for the Internet to function without the

existence of search engines. The information would be useless because in fact there would be no possibility of accessing them.

The first search engine ever developed was Archie and its use was mainly to search for FTP files while the first text-based search engine was Veronica. Search Engines back then were mainly used by universities and laboratories employees for scientific purposes.

In 1997, Sergey Brin and Larry Page co-founded Google as a research project at Stanford University. Google rapidly became the most popular and well known search engine.

2.2 How Search Engines Work

Generally the way search engines work can be analyzed in 4 Steps: Crawling, Indexing, Query Processing and Ranking. Each search engine uses a different approach for each of the steps mentioned above so the steps will be analyzed in a more general way, rather than focusing on a specific search engine. More information on how Google search engine works can be found at

<https://developers.google.com/search/docs/advanced/guidelines/how-search-work>.

2.2.1 Crawling

In order to crawl web pages on the internet search engines use programs that are made for this purpose. These programs are called “spiders”, “robots” or even “crawlers”. Spiders are automated programs that scan the World Wide Web in order to find links. They follow these links to retrieve the documents that are located on the websites. Then robots continue to follow links located in the above mentioned documents and they repeat the same process. In this way they explore the content on the World Wide Web, they help search engines update their content and index the various websites on the internet. The purpose of any search engine is to increase its index and keep pace with developments, offering the public the highest quality service possible. The crawlers are sometimes unable to detect all content on websites. The main reason that this happens is because they get trapped in endless lines of code (Search Engine Trap) and they cannot send information on the server, which prevents the next robots visit on the website. Also these programs are unable to access the largest piece of web that is called the Deep Web.

Search engines seem to cover a large portion of the World Wide Web. Despite that a big amount of data still remains unindexed by them. Web crawlers usually do not scan all the content on a page because of the amount of content available on the internet. They try to choose pages that are popular, relevant of quality and of course pages that are heavily linked internally or externally. Website administrators can help crawlers to do their job easily by providing instruction for them through a file called robots.txt. The instructions that usually are contained in the file are concerning which pages should be indexed and pages that should not be accessed. Administrators may not want to occupy web crawlers with tasks that will not help the web page rank better in order to not waste the “crawl budget” of a site. Crawl budget is the amount of crawling that the search engine is willing to spend on such

tasks on a website. The process of crawling is done on a regular basis. Googlebot, BingBot and SlurpBot are amongst other popular web crawlers used by search engines.

2.2.2 Indexing

During the crawl process of a website, data is analyzed and stored in the database in order to provide fast and accurate results retrieval. Initially, the “parser” analyzes the content of the web page and resolves possible errors in the obtained HTML code. These indexes must be perfectly organized to be able to retrieve information from billions of documents in a short time period. The indexing methodology of each search engine can differ.

2.2.3 Query Processing

When a search is performed starts the query processing and the search engines return the relevant results based on the Informational retrieval model. Search engines retrieve the information that is most relevant to the words or string of words that the user entered. However, each engine may present a different list that corresponds to the user query. Then it can be measured how accurate the search engine is according to the different results (SERPs) that it is presenting. Of Course the way the query is written can affect a lot of the results returned. Different simple or advanced search operators can be used and adjust the search to return the best possible results. By being more specific, SEOs can obtain more meaningful results.

2.2.4 Search Engine Ranking

Search engines produce ranking results based on the algorithms that they use. When a query is searched search engines retrieve the index entries and, based on specific criteria, perform the necessary calculations that will match the query with the indexed document. Each time the search engine's algorithm is modified or updated the order of search results may change accordingly. Many times pages that ranked high disappeared immediately after an update. The most known algorithm is Google's ranking algorithm and is called Pagerank. In order to provide better results algorithms are updated or new ones are added making ranking high more complicated. More and more variables are used to automatically calculate the value of each indexed page based on the query. The ranking of search results is different from machine to machine, as it depends on its core algorithms.

2.3 Search Engine Market Share

The graphs below show the Global search engine market share over the last decade. It can be clearly seen that Google is dominating in the field of search engines. To be specific Google search engine is preferred by up to 90% of users instead of other browsers. The 10% left is shared between Bing, Yahoo!, Baidu, Yandex RU and other search engines. With Bing And Yahoo! sharing about 3% of the market, Baidu less than 1% Yandex about 0.5% and other search engines combined about 1.5% of the market.

It is worth mentioning that things change a little if stats for different devices are taken under consideration for a specific country or continent but generally the market share stays pretty much the same throughout the last decade. With more awareness over privacy issues this may change in upcoming years as people may prefer to keep personal information hidden from search engines.

Ever since the creation of Google, the search engine played a vital role in the industry. As Google controls the most of the market share on a steady basis it becomes clear why it is more worthwhile to optimize a website for this specific engine.

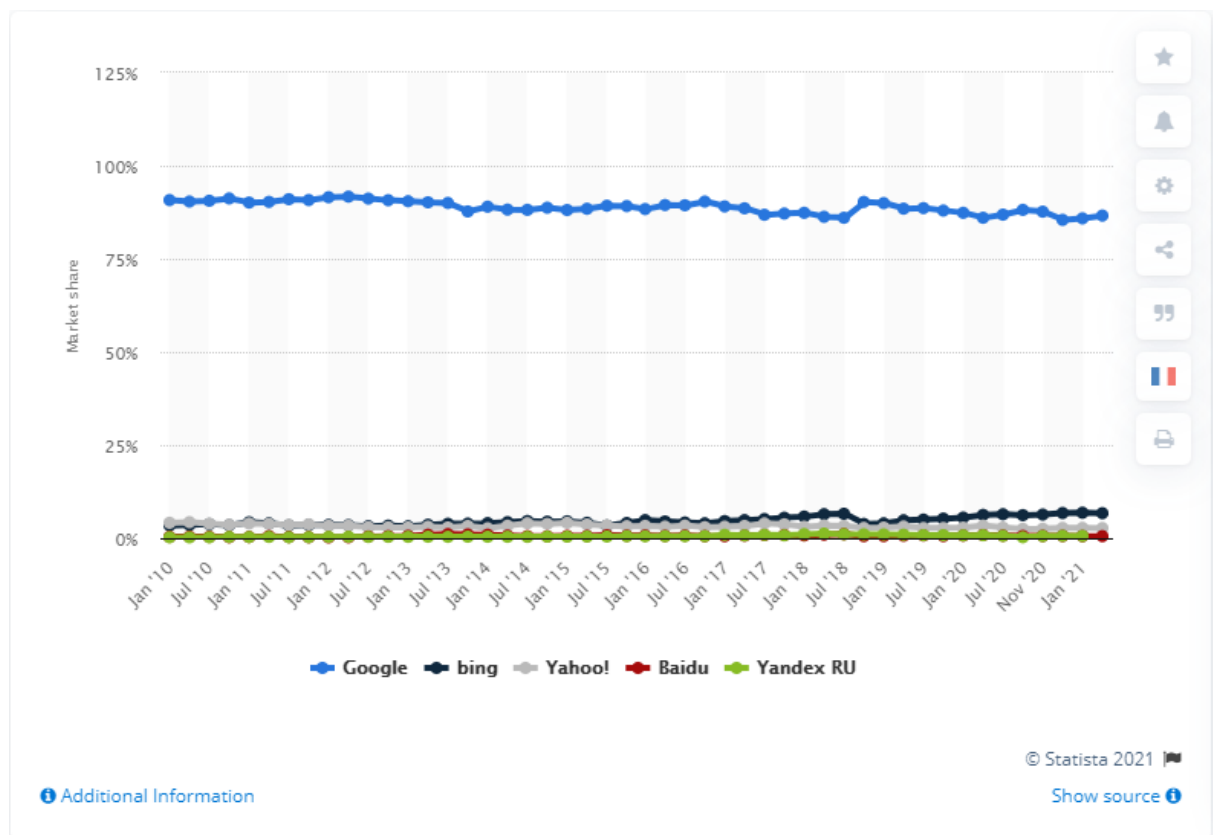


Image 2.1: Worldwide desktop market share of leading search engines from January 2010 to February 2021

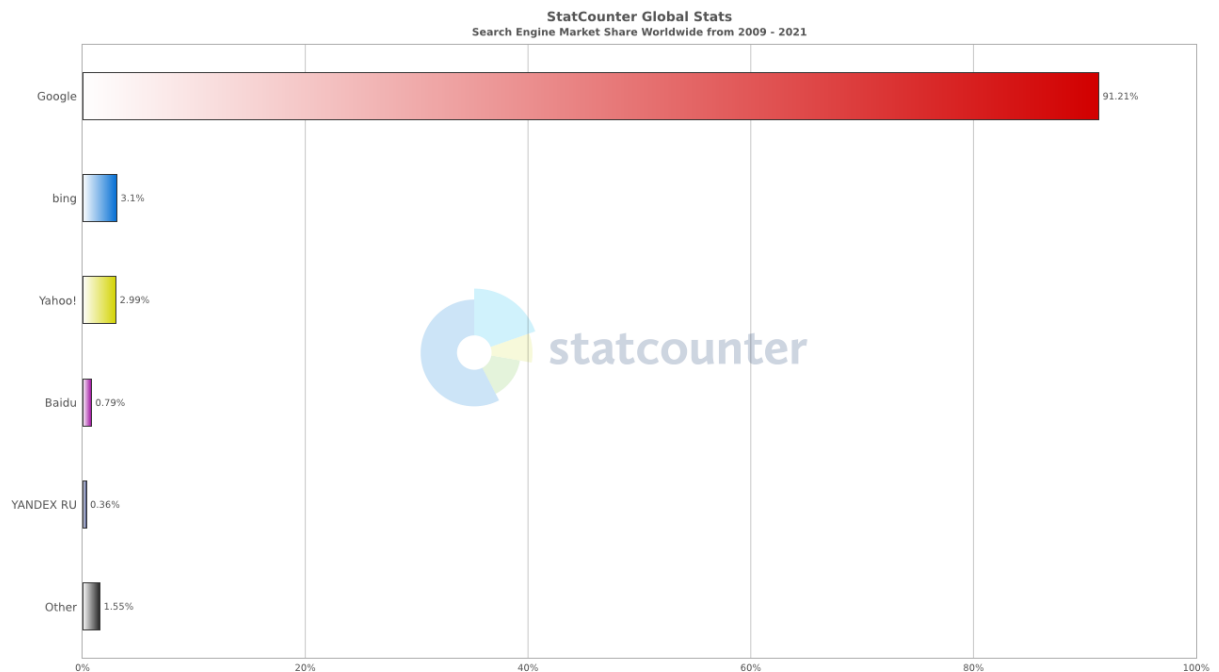


Image 2.2: Search Engine Market Share

2.4 Internet and Marketing

People realized quickly that the internet can be used for commercial purposes. The Internet quickly became one of the most important tools for promoting goods and services for B2B and B2C sales. Internet marketing offers significant benefits over traditional marketing. For example the volume of the audience that can be targeted through different online marketing strategies. It has been increased significantly over time as more devices are connected to the internet.

There are tons of good marketing strategies that Marketers can use for different marketing goals. Each of them with different possible returns and different demands. In this chapter marketing on search engines will be discussed.

2.5 Search Engine Marketing

With the development of the Internet people started to develop search engines. A search has become an everyday activity of an internet user. It did not take much for businesses and individuals to figure out that they can start using the search engines and its results as a form of marketing for their purposes.

Search Engine Marketing (SEM) is an internet marketing strategy that seeks to increase the visibility of a web page on Search Engines and brings more users to a website through optimization and paid advertising.

Search Engine Marketing apart from two main strategies, Search Engine Optimization (SEO) and Pay Per Click (PPC). SEO uses specific techniques to optimize a website in order to generate more traffic organically on Search Engines. On the other hand PPC is an advertising service provided by Search Engines in exchange for money. Each of the Strategies has its own advantages and disadvantages.

2.5.1 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) a widely used marketing strategy that improves the volume and quality of user traffic to a website through search engines. It is the practice of optimizing websites in a way that improves their ranking in natural search results or else known organic search results. All major searches like Google, Bing and Yahoo have a results feed, where web pages, videos or local listings are ranked according to each search engine's ranking factors. SEO is a powerful tool for increasing the chances of users finding a website. SEO consists of processes like designing, writing and coding a site in such a way that satisfies users and search engines demandings. The main purpose of SEO is to help improve the volume and quality of the traffic and the visibility of the page from the search engine.

Companies and individuals are working hard to get higher rankings in the organic results for their websites. The higher the website will rank the more chance it has to be exposed to potential visitors and as a result create more potential customers. As Essential as SEO and marketing can be to a modern business it is easy to forget that the entire industry is still just a couple of decades old. A well designed SEO strategy that takes under consideration the businesses goals can effectively improve page's visibility and exposure.

To achieve higher rankings, SEOs provide a variety of techniques that can be categorized into three groups of works, on site optimizations, off site optimizations and technical optimizations.

2.5.2 Pay-Per-Click (PPC)

Pay Per Click is considered to be a very effective way to promote a website. PPC means paying for each time an ad is clicked by users. They are basically small text or display ads that appear on popular websites as well as search engine results pages (SERPs) like Google, Bing and Yahoo. Google manages Google AdWords, Yahoo has Yahoo Search Marketing, and Bing runs Microsoft AdCentre.

The system is keyword based. That means that ads appear based on the targeted keyword. There is a specially dedicated space for the ads to appear in the Serps and Google's partners. The ads are triggered when a user enters a query in the search engine. An appropriate keyword research should be done in order to discover every possible related keyword.

Google's automated bidding system determines the price that should be paid in order to display ads for a specific keyword. Various factors like competitiveness, keyword and page relevance maximum cost-per-click are taken under consideration to regulate the Ad rank. The cost per click can differ a lot for each keyword.

The Google ads service gives the control over the spendings on ads. Users can choose the amount of money they are willing to spend monthly or even daily. These kinds of costs can vary depending on a number of factors like advertising goals, the competition, the targeted keywords etc.

Google Ads promises a very effective method of gaining customers with no special programming or optimization knowledge. Business owners can see faster results than other marketing campaigns that can take up to several months to get a positive outcome. It effectively guarantees visibility below a desired set of keywords. The ads appear immediately and the advertiser has complete control over the position, title, content etc. Though PPC weakens as soon as businesses stop paying for them. It also can be a very expensive investment if they want to compete with their competitors in their niche.

Pay per click is a method designed to generate revenue for Search Engines. Search engines take advantage of the need for advertisers to be visible through their results page. According to Statista the annual revenue of Google comes to 181.69 Billion US dollars and most of it (146.9 billion US dollars) comes from paid advertising services.

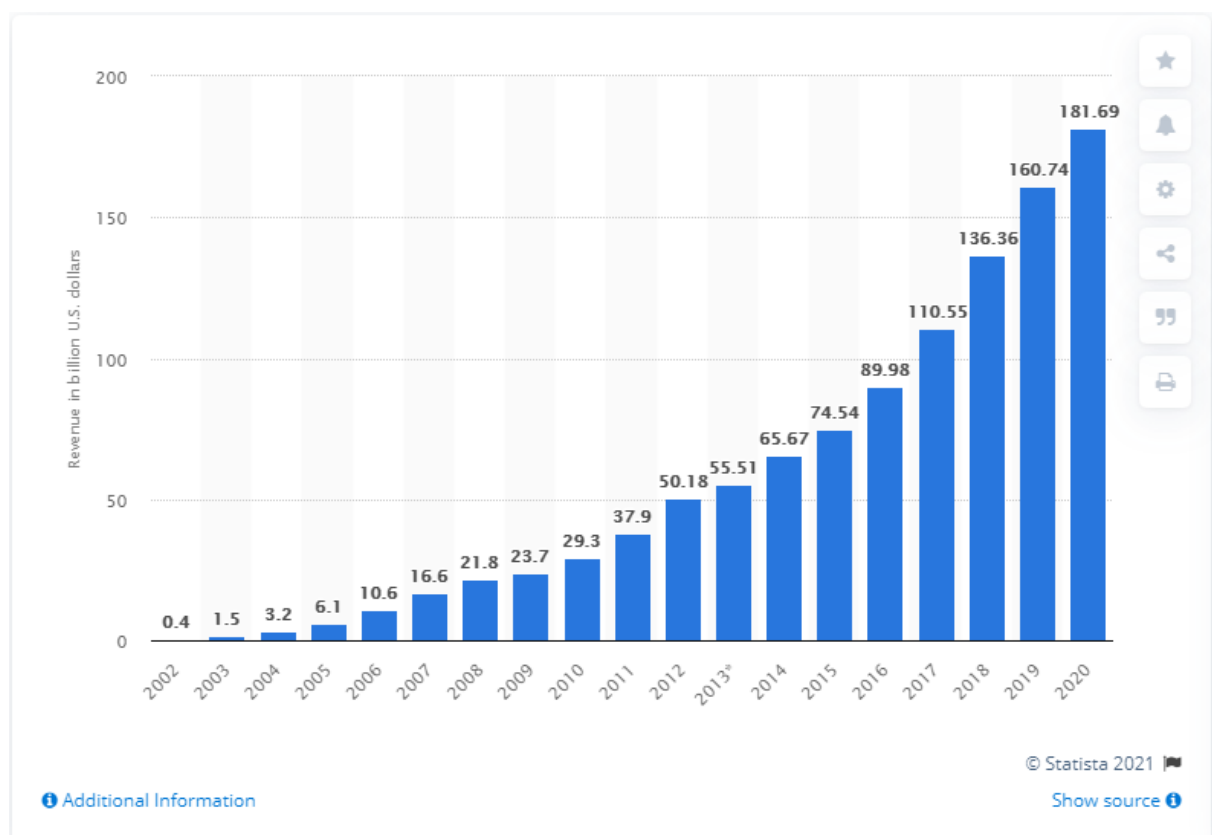


Image 2.3: Annual Revenue of Google from 2002 to 2020

2.6 Google Algorithms

Internet search is an always evolving field. To stay competitive in the industry, Google makes thousands of updates each year. Some tactics and practices that were recommended in the past may no longer be optimal now.

There have been many more small upgrades to Google PageRank as the company continues to improve its service. Google has spent a lot of time and effort on improving its search engine. The most efforts were done in order to stop websites from manipulating the search results. Other changes aimed at improving the accuracy of the results in relation to the terms used in the search, or the user's location. Changes that Google makes to its algorithm can be found at <https://developers.google.com/search/blog/2021/08/update-to-generating-page-titles>. Many of the less important upgrades have not been archived for the public but the most important ones are. A detailed history of Google updates can be found at <https://www.advancedwebranking.com/google-algorithm-changes/> or at <https://moz.com/google-algorithm-change>. Some known Google algorithms are Pagerank, Rank brain, Panda, Penguin, Hummingbird, Hilltop, Mobile Friendly.

2.6.1 PAGERANK

The Algorithm was developed at Stanford University by Larry Page and Sergey Brin. The research for the project started in 1995 and led to the formation of the backbone of Google. Since then the PageRank algorithm has been constantly improving and continues to be the basis for all Google searches. The algorithm expresses a distribution probability used to represent the probability of a person making random searches on links to reach any separate page. It expresses the importance of a page according to the hyperlink structure of the World Wide Web.

PageRank is the algorithm for analyzing the quality of web page links. It is essentially a number from 0 to 10 that characterizes a web page and is calculated from an equation with more than 500 million variables and 2 million terms according to Google. The terms are various elements relating to quality and importance of links. The higher the PR number, the higher ranked the internet site in search results hence, its content is more reliable and of quality for the public.

Google Interprets the link from page A to page B as a vote of trust from A to B. So the basic condition for coming out in a high position rankings is to have a high PR number. PageRank technology performs its objective measurement of the importance of websites. PageRank evaluates the importance of a page according to the number of votes. These votes of trust, the words contained in the anchor text, and the importance of each page that votes as well are taken into account to calculate the PR of a Page. Some pages offer more value when they vote as important pages get higher PageRank rankings and appear at the top of search results. Google technology uses the collective knowledge of the World Wide

Web in order to determine how important a web PageOverall, we can say that this technology is based on quality but also quantity of incoming and outgoing links.

The PageRank algorithm was developed to determine the relevance of a web page by calculating the eigenvector principal of the web page proximity matrix. Due to the huge amount of pages on the web, PageRank calculation becomes a lot of time consuming work. According to official Google sources, the page rank of each web page is calculated every three months or so, which helps in the short-term visibility of the result of an optimization. Researchers have developed many technologies to speed up the computation of pages from different contingents.

2.7 Ranking Factors

In November of 2010 Matt Cuts, the former head of the web spam team of Google among other interesting things mentioned that Google uses 200 ranking factors but those ranking factors may have 50 or more variations within a single factor. Most of the ranking factors are held as closely guarded secrets. No individual SEO or SEO firm can guarantee that they know the ranking details of any search engine. Many lists were produced that tried to contain all of the 200 ranking factors mentioned but most of them were not based on studies. Efforts to decipher the ranking factors details involve experimenting and observing the results.

Many SEO firms and SEO tool companies publish regularly their reports from studies conducted on ranking factors. Searchmetrics has done some studies on the ranking factors. There is a study conducted in 2016 by Search Metrics that refers to general ranking factors. Searchmetrics claims that the study shows the features of the websites that tend to have higher rankings and not the factors that Google uses in its ranking process. The general ranking factors and rank correlations are based on a set of 10000 relevant keywords.

The factors were grouped into 6 categories. Content Factors, User Signals, Technical Factors, User Experience, Social Signals and Backlinks. Content Factors refer to the content produced, User Signals to user behavior, Technical Factors to the accessibility of the page for both humans and search engines, User Experience to the experience that user gets and backlinks to the links that are pointing to the web page.

Below Top 20 General Ranking Factors by the searchmetrics study can be found. More information about the study can be found on <https://www.searchmetrics.com/knowledge-hub/studies/ranking-factors-2016/> .

General Ranking Factors

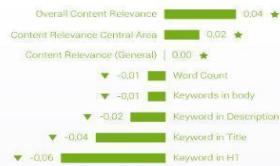
Rank Correlations Top20

Google.com

TRENDS TO 2016
 ▲ Up
 ▼ Down
 ★ New Feature
 ★ New Calculation



CONTENT



USER SIGNALS



TECHNICAL



USER EXPERIENCE



SOCIAL SIGNALS



BACKLINKS



Download the complete whitepaper at searchmetrics.com/ranking-factors



Image 2.4: Top20 General Ranking Factors

2.8 Ethics in SEO

Computer science, like any science that shapes engineers, is a problem-solving field. It is based on the innate curiosity of those who study the subject and their insistence on testing the limits of the environment in which they work. Great leaps happened as a result of someone who tried to trick a system to test its limits and find its weaknesses. From the birth of the industry to its heyday in recent decades intense discussions about the ethics in the field took place many times. The veil of mystery that covers the Google Search algorithm is not only the most powerful card of the giant company, but also a point of discussion for its community. Users will never stop trying to decrypt or cheat the algorithm.

Google has clarified its position on the tactics it considers ethical (white-hat) and immoral (black hat). Manipulations in the SEO field can happen for professional or even for personal reasons. As many things can be involved in the ethics in the SEO field, like personal data, its role is of high importance as not all want to comply with the “rules” to contribute for the greater good.

Webmasters need to be aware of the constant changing of search engine’s algorithms and apply the best SEO practices without trying to manipulate search engines in order to gain better results and visibility.

2.8.1 White Hat SEO

“White hat SEO research specifically adheres to standards for search engines. It takes more time because they don’t use any cheats or shortcuts”

White Hat are the techniques suggested by search engines that should be implemented on an internet site in order to maintain the integrity of a website and are intended to help the web page stand out based on its true value.

2.8.2 Black Hat SEO

“Black hat SEO uses practices that don’t follow guidelines for search engines. Thus, they carry the risk of degrading or banning websites and/or content from search results. They provide short-term advantage, quick advantage but more loss in long run.”

Black Hat are the techniques that with various actions try to trick the search engines in order to rank the page in a higher position than it really deserves. Search engines do not approve of them and try to minimize their actions. A typical demonstration of Black Hat seo techniques are keyword stuffing, hidden text and links, cloaking, doorway pages, spamdexing and link farms. Below some black hat seo techniques will be mentioned:

2.8.3 Gray Hat SEO

“Grey hat SEO falls midway to White hat and Black hat.”

Gray Hat SEO techniques in SEO are the practices that do not adhere to Google's optimization guidelines but still can be considered as acceptable. The techniques lie between the White Hat and Black Hat SEO. These actions could work if they are done the right way but at the same time they can drive the website to being banned by Google. Generally, it is not recommended to use such strategies.

2.8.4 Negative SEO

It is the practice of applying SEO strategies for black or gray hats on someone else's website (usually competitors) with the intention of causing harm.

Negative SEO techniques are the practices of using Black Hat or Even Gray Hat techniques on competitors' internet pages in order to harm them and make a website seem more suitable for higher rankings. These unethical ways of sabotaging competitors' rankings refer to strategies like hacking a website, building spammy links, copying and distributing content to many web pages, creating fake social media accounts etc. Click farm is an example of negative SEO as a large group of workers are hired to click on paid ads in order to raise the cost of advertising for competitors businesses.

2.9 On-Page SEO

2.9.1 Introduction

On-page SEO is a technique applied to web pages to allow search engines to understand the content of a webpage. On-page SEO helps by optimizing the page structure for both search engines and users. The crawlers of the search engine will be able to read, analyze and index the content of the webpage easily and to provide better results to the users after they submit the search query. Many factors affect the on-page SEO techniques such as page title, header tags, Meta keywords and description, headers, ALT tags, URL structure and size, internal linking.

It is super important if SEOS want Google to be able to index their site, not to mention the queries they want to be ranked for. These are one time initial changes that make the fundamentals of SEO. Regular blog posts are critical for a seo strategy giving SEOs the opportunity to get more authority, visibility, optimize for new keywords and attract links all at once. There is no need for the biggest blog in the world to start but webmasters should post at least once a week to get an audience. Pick topics that are relevant to their audience and niche.

2.9.2 Keyword Research

Keywords are the heart of SEO. Keyword research is the first step when it comes to SEO. It is the process of uncovering the desired keyword opportunities for a website. The concept is easy, keywords that are used by users must be found and then used to optimize

pages and make them more likely to rank for those queries. Though after hummingbird update the game changed as it introduced the semantic search. Google started to look at the context of the keyword rather than the exact keyword composition. As long as Google could understand that the page targets a specific keyword when it analyzed the content, webmasters no longer had to include the keyword itself at all in the content. Nonetheless keywords still have an important role in helping webmasters to specify their targeting. That's why their role is vital. As part of the keyword research, SEOs need to research keywords that are relevant to their internet page based on various factors like keyword's search volume or search intent. The outcome is a list of clustered keywords that includes metrics that play an important role. Some important metrics can be search volume, competitive research, CPC, SERP possible types of results, keyword difficulty and keyword intent although they differ from case to case. There are various keyword research techniques available on the internet as well as numerous tools to do the job. A specific one can not be mentioned as each niche may need to follow a different process.

2.9.3 On-Page SEO Techniques

2.9.3.1 Domain name

A Domain name should be chosen and registered when a website is created. Domains are the internet addresses of web pages. Webmasters have to choose and register a Domain name when they create their website. Domain names should be short, should contain keywords or brand names and they should be relevant. An domain name optimized for SEO is important because it tells the users what the website is about making it more likely to be clicked. Hyphens should be avoided as they make the page look spammy. Besides the words contained in the domain there are also the endings. Domain names that end in .com seem to be more professional and are preferred by users and by webmasters. Although many times these kind of domain endings are already registered others can be preferred like .net, .org, .edu or other country code top level domains like .gr - Greece or even their combination, for example .co.uk - United Kingdom can be used in order to satisfy the webmasters needs. Domain names should be also memorable and represent the website in a way that everybody would understand what the page is about.

2.9.3.2 Title Tags

The Title tags of a website is the clickable text that appears on Search Engine Results. Title tags are of high importance because they inform search engines and people about the content of the site. The tags appear also in the top of the web browser and external websites like social networks. Titles should be no longer than 60 characters or 580 pixels according to wordpress plugins SEO Yoast and Rank Math since MOZ mentioned that 60 - 70 characters will be displayed 90% properly in the SERPs. Keywords should be contained in the title tags but webmasters must be careful so they do not overdo it with keywords. Every web page should have unique title tags according to Google's recommendations. Titles should also work as clickbaits in order to attract attention and encourage visitors to click on them. For that purpose title modifiers, updated dates and power words can be used in order to improve

the Click Through Rate. Another important aspect is to write the title tags of a webpage with users in mind as that is the upper purpose in order to optimize the user experience.

2.9.3.3 Meta Description

Meta Descriptions are web page's meta tags and provide information to users in the SERPs about the page. Although Google can override them, Meta Description can be modified from webmasters and should describe the content of the page, should be unique and relevant. Google States that "Adding description meta tags to each of your pages is always a good practice" in their Beginner SEO guidelines. Meta Descriptions are not a ranking signal by themselves but they help improve a page's Click Through Rate (CTR) and help the page stand out in the SERPs. The usual guidelines on writing meta description are to include the focus keyword-keyphrase, to keep them under 920 pixels (around 155 characters in english language) and to include a call to action. Recommendations from the paragraph above like "write for for users" and "trigger user to click on the result" should also be considered when writing a title tag.

2.9.3.4 Keyword Density

Keyword Density refers to how many times did the wanted keyword appear in the content of the webpage or the given content. It is believed that Google uses a smart algorithm in order to signify how important a word or a phrase is to a document rather than just counting the keyword density. Such an analysis technique can be a term frequency-inverse document frequency (TF-IDF) technique although at a more advanced level. So keyword density does not refer to just spamming a content with the desired keywords but using techniques in order to include the desired keywords in smart ways and at the same time keeping the quality of the content at a high level.

2.9.3.5 URL Structure

URL Structure refers to the way the URL is formed. URLs should be designed to be friendly for users. The URL is used from Google to understand what the webpage is about. Keywords should be contained in the URL. In Fact, Google has included a separate section about the URLs in their guidelines in order to explain how the urls should be formatted as URLs are displayed in search results and are needed to help Google crawl and index the content. Words that are relevant to the website should be used in the URLs, hyphens "-" should separate words and they should be kept as minimal as possible but at the same time not to lose the needed information.

2.9.3.6 Heading tags

Headings, also known as headers, are like mini title tags. They are used by users and search engines in order to understand the content of a website. Headings help the content to get divided in sections in order to form the structure and the importance hierarchy of the content. They are implemented through h1...h6 html tags. The most important Heading tag is

the h1 and the rest (h2...6) are called subheadings. The lower the number the least important is the content. Ideally each page should have one h1. Including the desired keywords and keyword phrases or and relevant ones is considered a good tactic for SEO purposes. Google bot crawls headers in order to recognize the structure, relevance and priority of each page.

2.9.3.7 Links

Links are a big part of SEO. They are tracked and followed by the search engine's crawlers responsible for creating and maintaining Google's web index and are also used as indicators for trustworthiness. Pagerank for instance determines the page's credibility based on the quality and the quantity of links pointing to it. All links are designed to take users from one page to another with a single click. The link itself contains a URL which is pointing to the destination. The links can be diversified into two categories:

2.9.3.7.1 External Linking

Building links on external domains can be considered as the most popular and the most effective SEO strategy. When the links are pointing to an entirely different domain it can be considered as an external link. External links generally pass the "Authority" from one site to another based on several factors, unless they are specified with the nofollow tag. The higher the page's authority the more possible it is to rank better.

2.9.3.7.2 Internal Linking

External links are not the only important thing in the world of SEO. internal links should also be taken into consideration as a part of the link building strategy. In the case of the link pointing to another page in the same domain it is taken as an internal link. These links can point to different but also same pages in the domain. Internal links have the ability to improve a site's User Experience. Their use can be found in various reasons such as the maintenance of users for more time on a website or even as a call to action in order to drive users to take a specific action. If this method is executed correctly there can be many benefits like indexing, helping Google understand the context of a page's content and generally helping the page to rank better.

2.9.3.8 Unique High Quality Fresh Content

According to a study made by Moz and BuzzSumo in 2015, the vast majority of content on the web is completely ignored. Only a fraction of articles are visible to the audience. The study shows that articles with a long form of content (at least 1000 words) consistently get more shares and likes although most of the content created is less than 1000 words. According to the study the type of articles that gets the most engagement is listicles, list type articles, videos, how to post, posts that answer why questions and infographics. And when it

comes to bigger content research backed content and opinion forming articles tended to get the greatest amount of attention.

Google does not rank low quality content even though it is much easier to define the unique and fresh content rather than the quality of the content. SEO's efforts can be seen easier by the targeted audience. When it comes to the quality of the content, following the guidelines that arise from the study outcome about the preferred type of content and the content length can help SEO's make their efforts be seen by the targeted audience. A well written high quality valuable on site content gives webmasters more opportunities to establish relevance that is related to the website's brand. More information on Google's guidelines when it comes to creating valuable content can be found at https://developers.google.com/search/docs/advanced/guidelines/webmaster-guidelines?hl=en&visit_id=637647309237860089-3075456540&rd=1#3

2.9.3.9 Images

All websites have at least a couple of photos uploaded. Those photos can be leveraged for SEO purposes. Image optimizations in most cases do not take so much time but at the same time can lead to a significant raise when it comes to the traffic of the page. Also most of the time the competition is much lower so smaller sites can make smaller wins there.

Indexing images can be much more difficult for Google. Google is experimenting with artificial intelligence algorithms in order to improve the detection of image content as most images do not provide clues of it.

More information about Best practices when it comes to Optimizing Images for Google search engine can be found at <https://developers.google.com/search/docs/advanced/guidelines/google-images>

2.10 Off-Page SEO

2.10.1 Introduction

Off-page SEO are the techniques used outside of the website content to increase the site's rank in search engines. Unlike On-page SEO techniques, the Off-page SEO is done off site and is usually not visible to the web page. Generally, off-page SEO strategies are applied after the site has been built and after the On-page SEO has completed. Applying Off-page SEO techniques is done gradually over time and plays an important role in improving the crawlability of internet sites. It consists of building backlinks for the internet pages, submitting the websites to online directories, increasing the number of visitors through blogs and online articles, and increasing the page's reputation and visitors through forums, communities, and social media.

2.10.2 Link Building

A really effective way to build authority to a website as well as consequently higher PageRank, is by gathering backlinks from reliable sources. Links also known as backlinks, inbound links or external links can transfer authority from page to page. That way their visibility is improved in the search engines.

Backlinks are the backbone on which the PageRank algorithm is built and their importance remains consistently great in determining the quality of a website.

The more backlinks one web page has from other webpages the more authority search engines attach to it and the more traffic is driven to them.

Quality of links matters much more from quantity. They can strengthen the Google algorithms factors for a site that Google is looking for and at the same time protect it from the penalties.

Quantity plays a role when it comes to diversity of the sources of the links pointing to the site. A website needs to have targeted valuable content to the publisher's audience.

Google is quite clear about the topic of links: They do not approve buying or selling links and can give stiff consequences to violators of Google guidelines. We can find Google's guidelines about links at <https://developers.google.com/search/docs/advanced/guidelines/link-schemes>.

Today's link building is about securing high valuable content on relevant industry platforms that give users interesting and useful information. It is a natural white hat approach that makes the internet a better place for all parties involved including search engines, website owners and users.

Link building has gone through a number of changes over the years, to be sure. It's almost unrecognizable from the days where spamming links to a domain on any forum came across could boost website's rankings measurably.

Link building is a long game strategy. Webmasters cannot gain Google's trust overnight. It takes small steps on a consistent basis.

According to a study (Sonya Zhang & Neal Cabage (2017) Search Engine Optimization) Link Building outperforms Content creation and Social Media Promotion and offers better results in the long term. Based on the same time and budget link building generated more traffic, higher rankings and better domain metrics.

The value and authority that is passed from a website to another through the link can be also referred as link juice in the SEO community and depends on various factors that are not clear as of today.

Three main factors should be taken under consideration when it comes to the value of a link: the authority of the site from which the link is obtained, the link's anchor text and the relevance - in which the link is included.

There are many other factors that can define link quality like the authority and the relevance of the linking website. To sum up, a link should be natural, relevant and valuable to users in order to be of high quality.

2.10.3 Off-Page SEO Techniques

Link building is necessary and one of the top signals for ranking and at the same time one of the most efficient marketing strategies. Building links can be one of the most difficult parts of SEO.

There are many ways to build effective links. Below we will mention some of the most link building techniques on the internet.

2.10.3.1 Natural or Editorial Link Building

Editorial Link Building refers to creating high quality content and waiting for people to link to it as it offers value to the reader. It is also called natural because no other work will be done to promote the content rather than waiting for users to find the content by a Google search, finding it of quality and sharing it or linking to it. It is a simple strategy but not a controllable one. Content is not promoted so webmasters rely on luck or on tactical website visitors to share the content with other users. Of course the content should be of high quality and written from an expert in order to maximize the chance to offer value to readers so it can be shared.

2.10.3.2 Directory Citations

Directory links building refers to the process of adding a website's listing to an online directory. Directories are created in order to gather similar types of businesses and help their users to learn about the existence of a specific business. The process of adding a business to a directory is quite simple the most times and usually a free or paid submission option is provided. The same guidelines are applied here, the website must be relevant and of quality. SEOs should avoid spammy directories if they want to get any boost for their webpage. Nowadays they are more often used as supplementary links rather than primary strategy.

2.10.3.3 Guest Posting

A great off site SEO technique is Guest Posting or else Guest Blogging. It is a popular strategy seen for many years now. Getting backlinks by producing content on another authority and relevant site is a legitimate way to boost SEO efforts. Guest blogging is written

content published on a third party website with an author name. Usually the author name contains other information like a small description of the author and the link back to the author's web page. That's how guest posting gains the backlink. It is also a common technique to include the desired links in the main content of the article. As long as the technique is used in a way that follows Google's guidelines on link building it can be considered as legitimate. Besides the guidelines from Google, authors have also to familiarize and to follow the guidelines created by the owner of the publishing website that may differ from site to site. The content as always has to be original, of high quality and of relevance to the internet page.

2.10.3.4 HARO

Help a Reporter out or else known as HARO is an excellent way to build backlinks on high authority and trustworthy web pages. The concept of this technique is quite simple - journalists, reporters and bloggers are looking for experts on specific topics and provide webmasters with the chance to get mentioned on their websites. Content in exchange for a link. Help a reporter out connect journalists with sources that have expertise on the desired topic. It is a free service on which users have to sign up in order to get three emails a day that contain categorized topics that they can contribute to. In this matter, users have to come in contact with journalists in order to express their interest in the published request and try to convince them that when it comes to the particular topic they are the experts. Another important information is that journalists have to cope with a lot of e-mail requests and that is the reason why webmasters have to stand out from the crowd so they can get the chance. HARO also offers paid plans that offer more possibilities. To summarize, this technique is great to build high authority, relevant links because these websites are already requesting content and webmasters are given the chance to do so instead of surfing the web to get such chances. HARO's official page is <https://www.helpareporter.com>.

2.10.3.5 Skyscraper Technique

The Skyscraper Technique is a link building technique created by Backlinko. By this method, one can create a high quality content in order to promote it in multiple ways. According to Brian Dean this method consists of three steps. Firstly, a popular content must be found about a particular topic, then a better content of the same topic must be created and published. The third step is about promoting the content to the sites that already links or engage with the content of the first step. The basic principle on which skyscraper technique is working is the fact that an already proven way of ranking is found and that means that results will come easier. The better content mentioned before refers to the quality of the content rather than the quantity. Quality means targeted, meaningful, practical and unique content.

2.10.3.6 Broken Link Building

Broken Links can be frustrating for people surfing on the web but they can also be opportunistic for SEO purposes. Broken links have to be cleaned up, replaced or vitalized by

the webmasters and it can lead to a strategic link placement for link builders. Broken links are not so rare in everyday experience. Websites shut down, bloggers ignore the upkeep of their content and a number of other factors can cause that kind of problem. The results are numerous clickable links that result in 404 error pages. Nobody likes dead links, they are frustrating for the owner of the content as well as the visitors who try to click a link and get information on a topic or term. Broken link building is a simple link building strategy where SEOs can find links relevant to their industry and contact the webmasters or author of the content and offer help by proposing fresh working links that come to replace the broken ones. Broken link building can be a time consuming strategy but it can be mutually beneficial for webmasters, readers and SEOs. The steps to apply such a strategy are really simple. Firstly, a broken link must be found and then the owner must be contacted with an offer to replace the broken link. As with the other backlink building strategies, sites with high Domain Authority, Relevant to the desired niche and desired keywords must be targeted in order to maximize the results. Most popular SEO tools provide the possibility to find broken links, it can be also done manually by searching popular sites like Wikipedia but it can be more time consuming. Some free browser plugins are also available to get the broken links of a specific page.

2.10.3.7 Unlinked Mentions

Sometimes people mention websites or brands on their web page without providing a link to it. Those mentions offer a high possibility of gaining a link as authors already mentioned the internet site. Webmasters only have to contact the owner of the site and ask for a backlink. There are many tools that can inform websites when they are getting mentioned on the internet, Google alert is one of them. Webmasters can get informed for free and then the only thing left is to contact the article author and ask for a link.

2.11 Technical SEO

2.11.1 Introduction

Technical SEO means optimizing a website, server, and blog and tweaking it so that search engines could better crawl and index our site which leads to improved organic rankings.

It is the process during which it is ensured that a web page is meeting the technical requirements of a search engine. Technical SEO's goal is to make an internet site optimized for crawling and indexing purposes by optimizing its infrastructure. Technical SEO includes actions like speed optimization, resolving audit's errors, providing a sitemap to search engines and more.

2.11.2 Technical SEO Techniques

2.11.2.1 Pagespeed

Generally, it refers to the time that a webpage needs to be loaded. Many factors like HTML file size, number of images and user Internet connection speed can define the pagespeed of a website. Google provides guidelines in order to help webmasters achieve the best results when it comes to page loading time speed at <https://developers.google.com/web/fundamentals/performance/get-started>.

2.11.2.2 SSL Certificate

SSL Certificates are the way to go from HTTP to HTTPS, a more secure webpage. They are used to verify the server's identity while there is an attempt to communicate with the origin server. It is done by using the public key and at the same time keeping the private key secured. Secure Socket Layer (SSL) is a protocol for encrypting a website's traffic and verifying the server's identity and eventually evolved into Transport Layer Security (TLS). Sites that use SSL certificates keep user data secure, verify their ownership of the website, protect the site from attackers and most of all, earn users and search engines trust. As the time passed SSL Certificate became mainly a standard. Users do not choose the web pages that they do not feel safe about anymore.

2.11.2.3 Broken Links

In the previous chapter, as mentioned, all links who point to a non-existing destination follow the term of broken links. Those can cause problems to the website's SEO because they harm user experience. As an outcome Google avoids the webpage since it is aware if there is something wrong. When users who follow a specific site do not find the site the webmaster pointed to, they end up abandoning the page. Broken links not only can have issues on the same domain of a website but also on another domain by pointing to them. In order to avoid all the above one must replace the broken links with functional ones.

2.11.2.4 Mobile Friendliness

As was mentioned before Google started to focus more on mobile versions of websites as more and more users started to use their mobile device to navigate on the web. That's why in 2015 Google introduced a mobile friendly update and then a mobile first indexing update in 2018. Having a mobile version plays a critical part for web pages nowadays. As more and more users prefer their phones rather than desktops in order to target these users sites have to provide a good mobile experience. Website developers have to adjust viewports in order to ensure the responsiveness of a page. A mobile version of an internet site may also need some adjustments to the original design like making a button bigger or excluding some parts as the mobile-friendly version shrinks the desktop version into a smaller screen but at the same time has to provide the same amount of functionalities. Google provided a Mobile Friendly Test tool (<https://search.google.com/test/mobile-friendly>) in order to help webmasters to verify the mobile friendliness of their websites and to resolve any possible issues. Google also introduced the open source framework called accelerated mobile pages (AMP) to satisfy mobile users needs. The goal was to lower the load time on the mobile version of the website.

2.11.2.5 Robots.txt

Robots.txt is a text file that informs the search engines about the crawling preferences of the website. Google's crawler checks on a regular basis this file for each internet site in order to check the described directives. An important information is that the directives are not obligatory for Google to comply with, it is rather an option. Webmasters can mention in the file which links should not be indexed and in that way they can adjust their crawl budget according to their needs and prevent non-public pages.

A very basic robots.txt file for wordpress look like this:

```
User-agent: *  
Disallow: /wp-admin/
```

It basically informs all search engines to stay out of the /wp-admin/ section of the website. There are 4 directives for a robots.txt file for Google's crawl robot: User-agent, Disallow, Allow and Sitemap. User-agent refers to the search engine to which the directives are directed, Disallow means not to access the files that are located in the mentioned path. Allow is to neutralize the Disallow directive and Sitemap to point to the sitemap of the internet page. In Wordpress usually SEO plugins have the functionality to create at least a basic robots.txt file. There are also tools available to help webmasters create an XML file. More information about the Robots.txt file can be found on Google's documentation at <https://developers.google.com/search/docs/advanced/robots/create-robots-txt>. A tool to check the robot.txt file of a specific site can be found at <https://support.google.com/webmasters/answer/6062598?hl=en>.

2.11.2.6 Fix Audit Errors

There are numerous paid and free tools that can perform a Website Audit. Those page audits use an algorithm that does automated number of checks and as a result produces guidelines for fixes in order to optimize for Search Engines. Checks and fixes may differ from tool to tool but there are some standard suggestions like the duplicate or thin content. Those errors need to be fixed in the attempt to enhance websites for search engines. It is hard to mention all the possible errors but some popular ones are:

Thin Content: the content on a page that has little or no value for users.

Duplicate Content: the content on a page that appears in more than one place on the internet.

Keyword Cannibalization - various pages on an internet site that compete each other for the same keyword.

Missing Hreflang - missing a tag that informs Google about which language is used on it.

Missing or Incorrect Tags - there has been a mistake on the source code on specific tags or they have been forgotten.

Canonicalization - a way to set a specific page as a representative for duplicate pages or pages that have similar content.

2.11.2.7 XML Sitemap

XML Sitemap is a XML file that contains all the links of a website. Submitting the XML file to search engines like Google is considered a good SEO practice. By submitting, webmasters can inform Google's crawler about the structure of the site and all the links so Google can index the page faster. Although by submitting it it is not guaranteed that all the links that are included in the XML sitemap will be crawled. Google supports XML Sitemaps index, XML Image Sitemaps, XML Video Sitemaps, Google News Sitemaps and Mobile Sitemaps, HTML Sitemaps, Dynamic Sitemaps and RSS feeds.

If a sitemap for more than 50,000 pages is needed then more sitemaps need to be created as Google supports the referring amount of pages. Most tools can help webmasters to create a sitemap as they offer the possibility to do so. In order to submit a sitemap a webmaster has to create a Google Search Console property and submit it there. More about Sitemaps can be found at

<https://developers.google.com/search/docs/advanced/sitemaps/overview>.

2.11.2.8 Structured Data Markup

In order to understand the content of a page more precisely Google introduced structured data. Structured data refers to specifically formatted data. They provide more information to the search engine. Websites that use structured data can rank in special search results features and enhancements, although that does not definitely mean that they will. Google supports microdata, RDFa and JSON-LD formats of structured data. Some of the commonly used structured data types are articles, organization, event, recipes, how tos and FAQs. More information on structured data can be found at

<https://developers.google.com/search/docs/advanced/structured-data/intro-structured-data>

2.11.2.9 Website Structure

The structure of a website shows to Google which pages the webmaster considers as the most important. Site structure is the way in which the content of the page is organized and presented to visitors. It can have a big impact on Google rankings. The structure of a webpage can become more and more complicated when it grows bigger. Pages, taxonomies, archives, articles - blog posts and linking are some of the components that should be taken into consideration when structuring a website. The more organized the webpage is the easier it is for Google to index it correctly and the more users can navigate through it.

2.11.2.10 Custom 404 Page

404 Pages are the pages of the website that are shown when users request content on an internet site that does not exist. It is the page that the server displays when it can't find the URL reached by users. 404 Pages can be frustrating to the users. The URLs that return

this kind of status are not indexed by Google. 404 Pages are a good way to keep users on the website instead of navigating to another site. Webmasters can display helpful and relevant content to another page. This can be done by displaying popular web pages or even a site search bar. Normal 404 pages displayed are ugly and do not provide any information but with custom pages this changes as webmasters can guide their users. Custom pages can keep users on the website, possibly make them engage once again with the site and will generate positive attention for the business. Creating an interesting and well designed custom 404 page is an art by itself.

2.11.2.11 edirect

By redirecting a link webmasters can inform both search engines and users that the link is no longer active and another one does replace its place. There are two types of redirect: 301 and 302. 301 redirect means that the page is moved permanently to the new link and also does pass the ranking power from the old page to the new one. It is the preferred method of the two mentioned above. According to John Mueller it is recommended to keep the 301 redirects for at least a year as it can take for Google from 6 months to a year to recognize that the site is moved. On the other hand, a 302 redirect means that the page has been moved temporarily. Redirection can be also used as another way of dealing with broken inbound links. In the table below the most usual error codes are presented. More error codes can be found at <https://httpstatuses.com>

2.11.3 Local SEO

Local SEO is about increasing visibility of Businesses that serve the communities physically. It is a process of making a business visible in local search results.

Businesses that have a particular location and serve the customers in specific geographical areas can boost rankings and sales revenue. It includes everything from claiming the listing, managing and rating reviews as well as popularity so that it can rank on top.

Local results are displayed using a separate algorithm from normal Google search results. Like the local pack of businesses in organic results. They're being produced by using specific parameters that work upon when local search is detected. Getting a business featured is giving the business a massive visibility potential and it is far easier than ranking that high in normal search results as the competition is much smaller.

If a business is going to rank in local seo, it will need to use a slightly different set of rules. Traditional seo best practices such as optimizing the website for mobile devices and pursuing an ongoing link building campaign, should remain in place but businesses need also to implement additional tactics.

According to Moz's study about local search ranking factors the biggest ranking factors are the below mentioned:

Local Pack/Finder Ranking Factors

1. Google My Business Signals (Proximity, categories, keyword in business title, etc.) 25.12%
2. Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 16.53%
3. Review Signals (Review quantity, review velocity, review diversity, etc.) 15.44%
4. On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.) 13.82%
5. Citation Signals (IYP/aggregator NAP consistency, citation volume, etc.) 10.82%
6. Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.) 9.56%
7. Personalization 5.88%
8. Social Signals (Google engagement, Facebook engagement, Twitter engagement, etc.) 2.82%

Localized Organic Ranking Factors

1. Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 27.94%
2. On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.) 26.03%
3. Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.) 11.5%
4. Google My Business Signals (Proximity, categories, keyword in business title, etc.) 8.85%
5. Citation Signals (IYP/aggregator NAP consistency, citation volume, etc.) 8.41%
6. Personalization 7.32%
7. Review Signals (Review quantity, review velocity, review diversity, etc.) 6.47%
8. Social Signals (Google engagement, Facebook engagement, Twitter engagement, etc.) 3.47%

2.11.4 Social Media and SEO

Social Media is becoming of more importance for search engines as the time passes by. Social mentions and sharings can possibly be taken into account when it comes to site rankings. They may not directly impact websites placed in the SERPs but they can grow its traffic through the quality posts and the interaction with the targeted traffic. Outlining and creating content regularly can boost the SO of the site. But not every social profile is suitable for every business. SEO's have the task to identify the appropriate platforms and promote their business with quality content. Some popular social media platforms are Facebook, Twitter, Linked In, Instagram and Pinterest.

2.11.5 How much time does it take to Rank Number one in Google Search?

It is indeed very difficult to get a high ranking position for a keyword. As a long term strategy SEO takes some time to get results. If competitors take SEO actions on their website, then it can be more challenging. Many factors affect the time that it takes to reach a higher position in SERPs for a specific keyword. As a complex search engine, Google gets even more complex by introducing new algorithms or their updates. Some variables that can be considered when calculating the time that it does take to rank can be:

- Website Age
- Current Content
- Domain Rating
- Page Rating
- Niche
- Backlinks
- Targeted Keywords
- Competition

There is no exact formula on how to reach Google's page one. At the same time though, the Return on Investment for ranking high can be of high value.

Ahrefs conducted a study in order to calculate how long it takes to reach that rank. In order to do that 2 million pages that were crawled in the previous year were analyzed. Only 5.7% of pages ranked on the first page for at least one keyword within one year. Most of them managed to do so in 61 - 182 days. These pages were called lucky to achieve that.

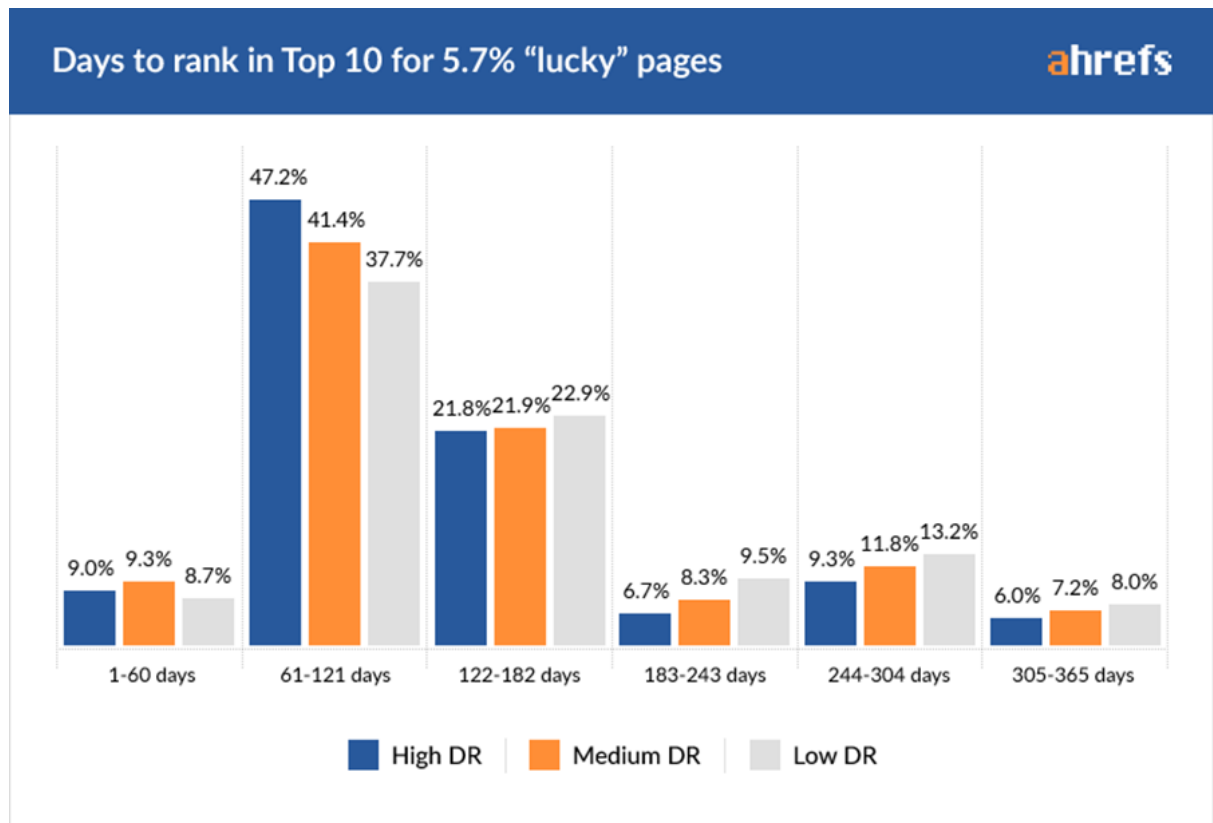


Image 2.5: Days to Rank in Top10 for 5.7% “lucky” pages

That reinforced the fact that it takes time to rank high on Google and various factors can change the amount of time needed. It is possible but it is definitely difficult.

2.11.6 SEO Checklist

The following SEO checklist concerns on page and technical SEO on Wordpress websites using SEO Powersuite Software and SEO Yoast plugin. It is a result of my experience with SEO during the last 2 years and contains the necessary tasks for a successful starting package setup. With that in mind the following checklist is presented:

1. Google Analytics service for the account was created and set up with enhanced analytics to track ecommerce data

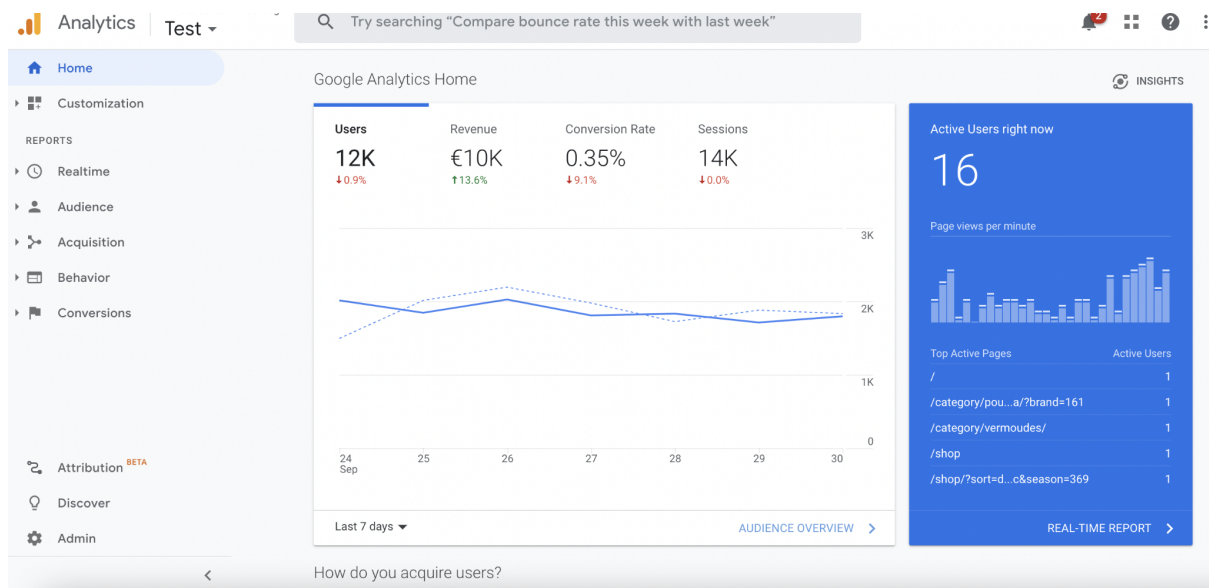


Image 2.6: Google Analytics Workspace

2. Google Search Console property was created, verified, sitemap automatically created by SEO Yoast plugin was published and Google Search Console was connected to Google Analytics

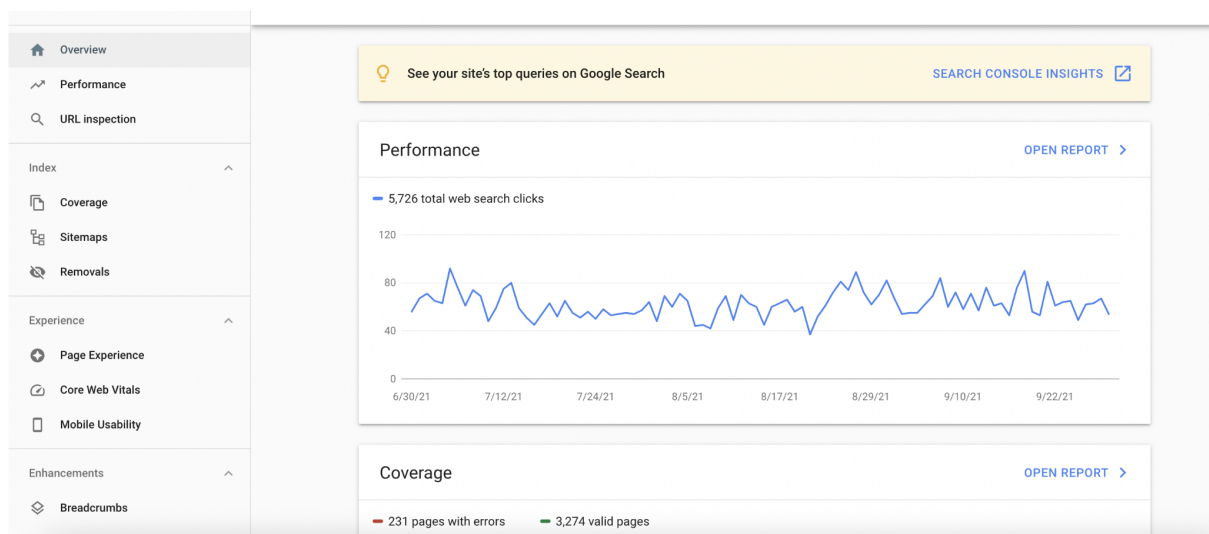


Image 2.7: Google Search Console Workspace

3. Google Tag Manager was created to make the tag management process easier and Google Analytics tag was installed on the page

Tags				
☐	Name ↑	Type	Firing Triggers	Last Edited
☐	Bing Ads Converion Tag	Custom HTML	Thank You Page	3 months ago
☐	Bing Ads Tag	Microsoft Advertising Universal Event Tracking	All Pages	3 months ago
☐	Click Submit Button Event	Google Analytics: Universal Analytics	Submit Button	2 years ago
☐	FAQ Structured Data	Custom HTML	Faqs Page	3 months ago
☐	Google Ads Conversion Linker	Conversion Linker	All Pages	2 years ago
☐	Google Ads Remarketing Tag	Google Ads Remarketing	All Pages	2 years ago
☐	Google Analytics	Google Analytics: Universal Analytics	All Pages	2 years ago
☐	Reservations	Google Analytics: Universal Analytics	Transaction	3 months ago
☐	Κρατήσεις	Google Ads Conversion Tracking	Transaction	3 months ago

Image 2.8: Google Tag Manager Workspace

4. Wordpress Site Health was checked and all the errors were resolved

Usual Problems that need to be resolved during Site Health optimizations [List of Fixes for WordPress Site Health Status](#)

5. SEO Yoast plugin was installed and customized by following the setup wizard



Yoast SEO for WordPress installation wizard

1 Environment 2 3 4 5 6 7 8 9

Environment

Please specify if your site is under construction or already active.

Choose under construction if you want to keep the site out of the index of search engines. Don't forget to activate it once you're ready to publish your site.

☒ Option A: My site is live and ready to be indexed
☐ Option B: My site is under construction and should not be indexed

[Next »](#)

CLOSE THE WIZARD

Image 2.9: SEO Yoast Setup Wizard

6. A Keyword Research with the help of SEO Powersuite Rank Tracker Keyword Research Tab was done and the proper keywords were defined

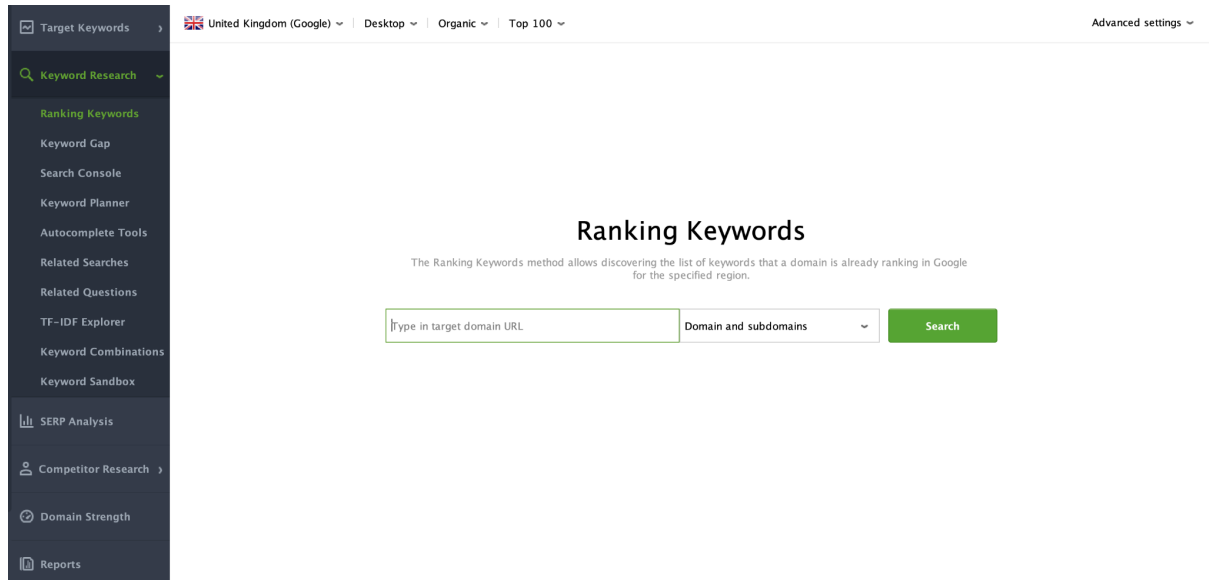


Image 2.10: SEO Powersuite Workspace

7. For each page that was created meta titles and meta description were added

For Example When it comes to the Homepage

The main keyword that was targeted is “Corfu Car Hire” so it was mentioned as the focus keyphrase

Focus keyphrase ?

Corfu Car Hire

Image 2.11: SEO Yoast Focus Keyword

So the Meta Title and the Meta Description tags had to be adjusted accordingly

Google preview ^

Preview as:

☒ Mobile result ☐ Desktop result

∞ [redacted] ›

[redacted] - Best Car Hire at Corfu Airport

Feb 24, 2020 – [redacted] has been operating in the automotive industry for 20 years, our team happily provides you with the best services!

SEO title Insert variable

[redacted] Separator Tagline

Slug

Meta description Insert variable

[redacted] has been operating in the automotive industry for 20 years, our team happily provides you with the best services!

Image 2.12: SEO Yoast Meta tags definition

It is important to adjust meta tags accordingly so that the fields will show green color, that means SEO optimized titles.

The method was used for each single page on the website.

8. Redirection plugin was installed to keep track of 404s and use 301 redirect for pages

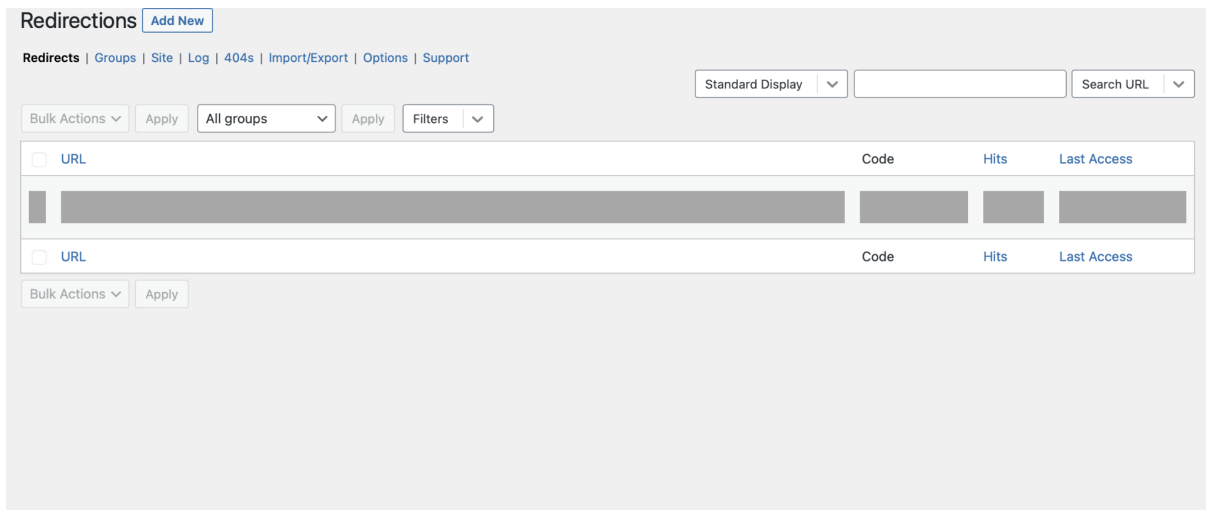


Image 2.13: Redirection plugin Workspace

9. For each page heading were checked and code was adjusted accordingly in order to follow the headings structured mentioned below

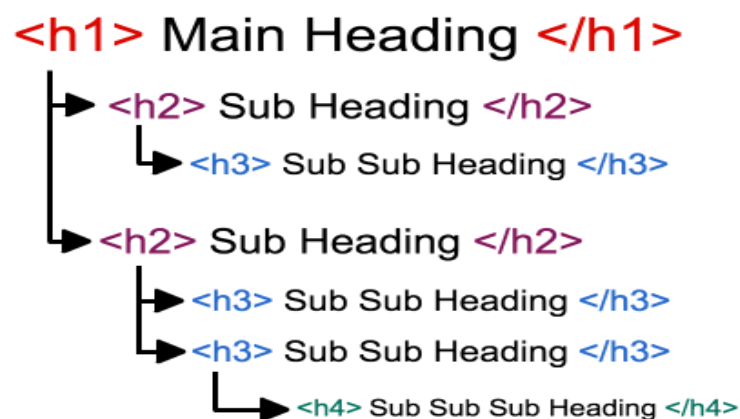


Image 2.14: Ideal Headings Structure

10. Structured Data were installed on pages with the help of Yoast structured data fields and custom code was installed

For example for FAQ structured was created by using the <https://saijogeorge.com/json-ld-schema-generator/faq/> tool to create the json file code and installed by entering the code to the desired page and then it was verified with <https://search.google.com/test/rich-results> tool

11. Specific pages were no indexed by using the advanced fields of SEO Yoast plugin on each page to in order to maximize the crawling budget of the page

SEO title Insert variable

Title Separator Site title

Slug

thank-you

Meta description Insert variable

Modify your meta description by editing it right here

● SEO analysis ▼

+ Add related keyphrase ▼

Cornerstone content ▼

Advanced ^

Allow search engines to show this Page in search results? ⓘ

No ▼

Should search engines follow links on this Page ⓘ

☐ Yes ☒ No

Meta robots advanced ⓘ

▼

Image 2.15: SEO Yoast Advanced Settings

12. The size of images was reduced by installing the EWWW Image Optimizer plugin and by installing image sizes code available by wordpress

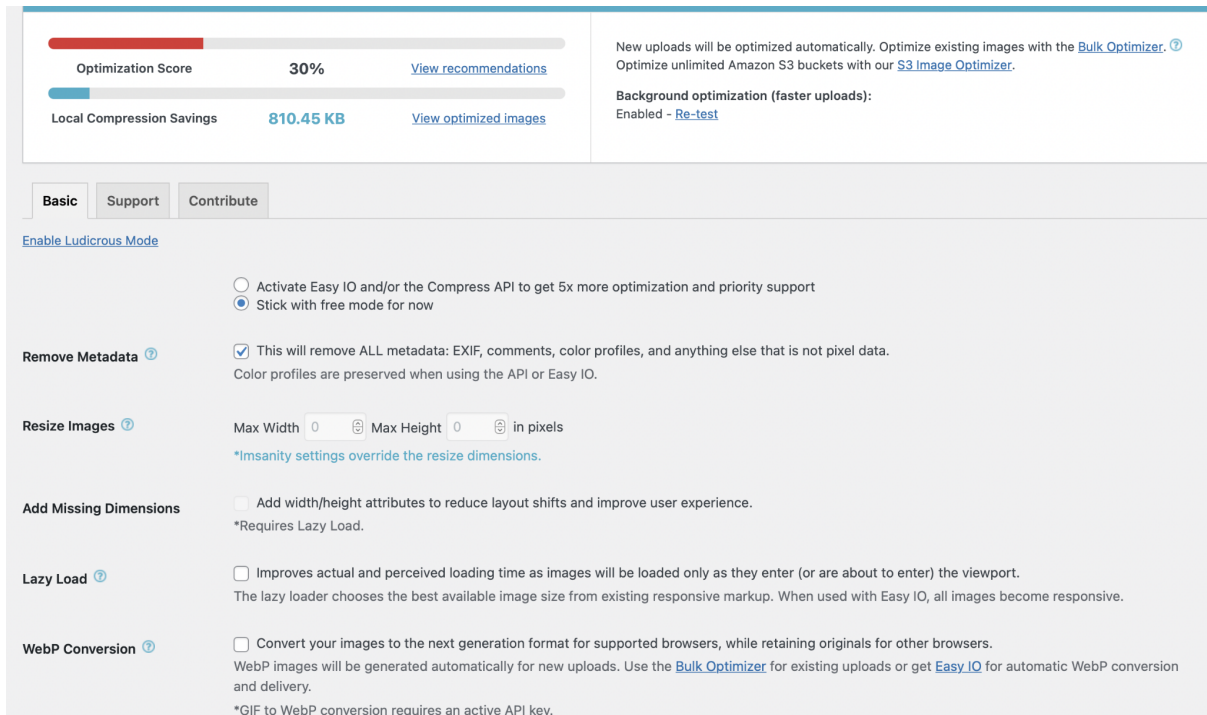


Image 2.16: EWWW Image Optimizer Workspace

```

</div>
<?php $image = get_field('our_team_image');?>
<div class="our-team-image bg-image lazy-load" data-bg="url('<?=$image['sizes']['large'];?>')">
</div>

```

Image 2.17: Wordpress Image Version install

13. Directory backlinks were created by finding suitable directories available for free and entering the needed information

14. Alt Tags were installed on each single image by entering the media library of the page and entering the alt text

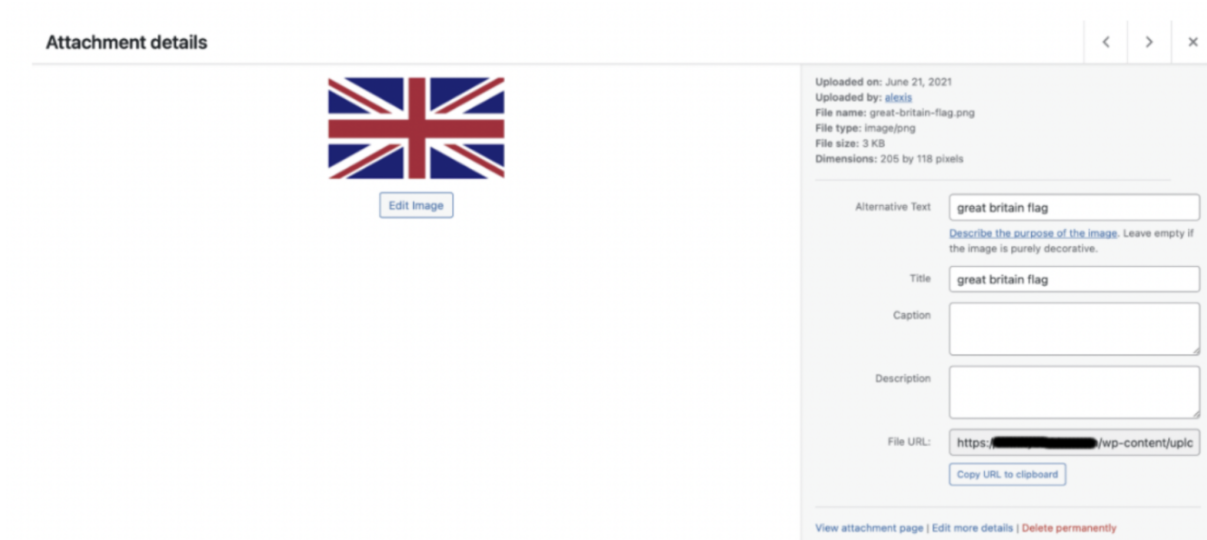


Image 2.18: Wordpress Image Attributes

15. SSL Certificate was implemented by installing the Really Simple SSL plugin

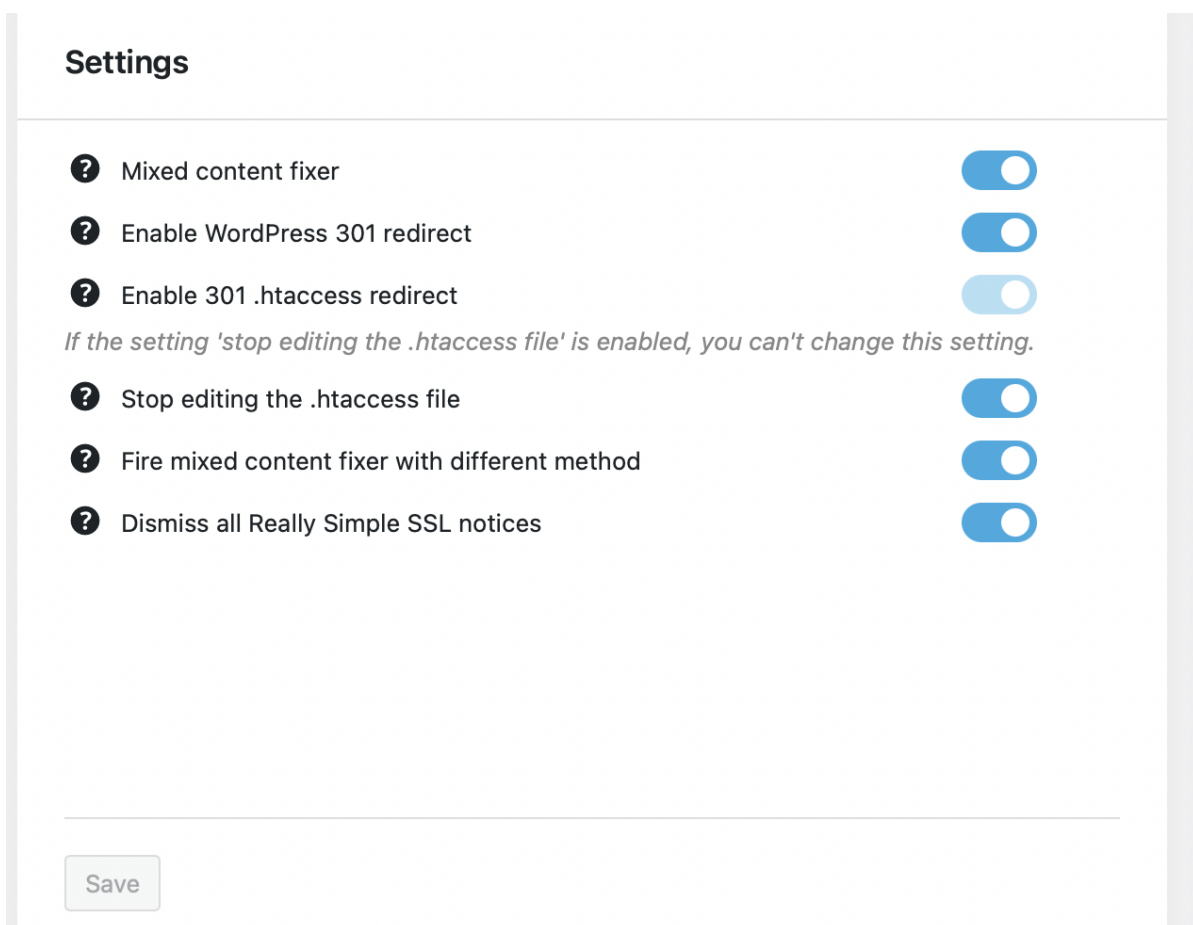


Image 2.19: Really Simple SSL settings

16. Site Audit was performed with the SEO Powersuite Website Auditor tool and errors were resolved

Site Audit: Summary		
Indexing and crawlability		
✗ Resources with 4xx status code	1	
✓ Resources with 5xx status code	0	
ℹ Resources restricted from indexing	119	
✓ 404 page set up correctly	Yes	
✓ robots.txt file	Yes	
✓ .xml sitemap	Yes	
Redirects		
✓ Fixed www and non-www versions	Yes	
✓ Issues with HTTP/HTTPS site versions	No	
✗ Pages with 302 redirect	1	
ℹ Pages with 301 redirect	1	
✓ Pages with long redirect chains	0	
✓ Pages with meta refresh	0	
ℹ Pages with rel="canonical"	19	
Encoding and technical factors		
✓ Mobile friendly	Yes	
✗ HTTPS pages with mixed content issues	3	
✓ Pages with multiple canonical URLs	0	
✓ Pages with Frames	0	
ℹ Pages with W3C HTML errors and warnings	24	
ℹ Pages with W3C CSS errors and warnings	22	
⚠ Too big pages	1	
URLs		
⚠ Dynamic URLs	2	
✓ Too long URLs	0	
Links		
✓ Broken links	0	
✓ Pages with excessive number of links	0	
ℹ Dofollow external links	148	
Images		
✓ Broken images	0	
ℹ Empty alt text	47	
On-page		
✓ Empty title tags	0	
✓ Duplicate titles	0	
✓ Too long titles	0	
⚠ Empty meta description	5	
✓ Duplicate meta descriptions	0	
✓ Too long meta description	0	

Image 2.20: Website Auditor SEO Audit

17. Ranking tracking was performed with the help of SEO Powersuite Rank Tracker tool resulting in 21 targeted keywords

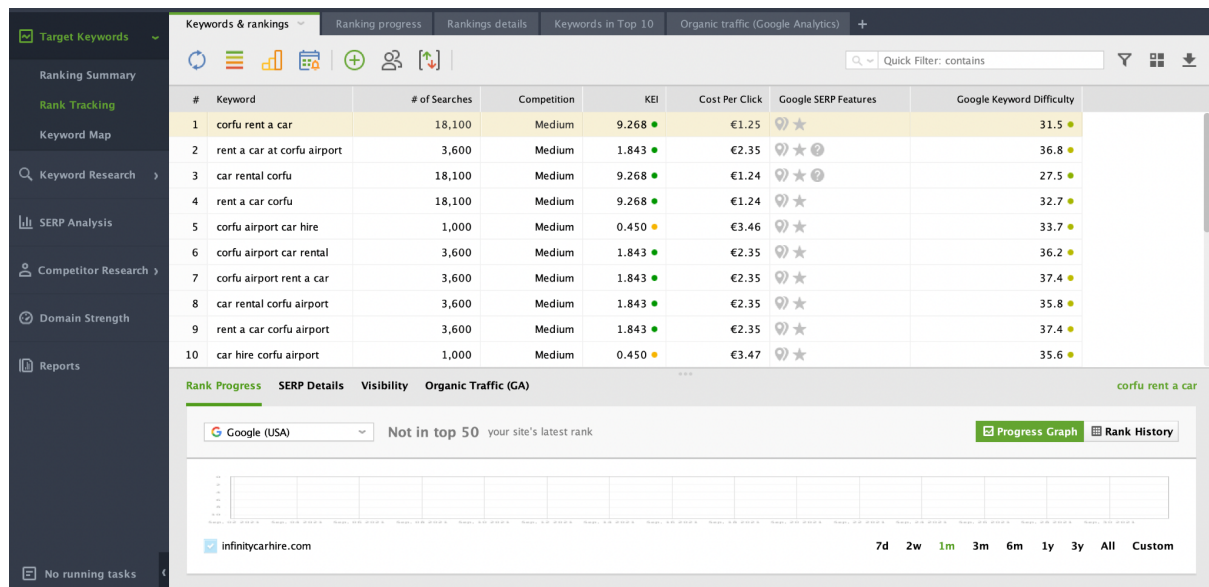


Image 2.21: Rank Tracker Ranking Tracking

Other SEO works that need to be done

1. Domain name by project manager
2. Page Mobile Friendliness by developers
3. Robots txt created automatically by SEO Yoast plugin
4. Website Structure by project manager
5. Keyword Density & Quality Content by content writer
6. Internal Links by project manager
7. Custom 404 - by designer and developers
8. Page Speed by developers
9. Social Media Pages (Facebook, Instagram) by Social Media Manager

2.11.7 Tracking Performance

2.11.7.1 Key Performance Indicators

A way to track the Performance of the Search Engine Marketing is to determine specific values that should be tracked. Those values are named Key Performance Indicators (KPIs) and they can differ from business to business. They should be adjusted to every business's needs. KPIs should be measured and tracked over specific periods of time in order to ensure that the efforts of a campaign are having positive results over time. Below some common Key Performance Indicators will be analyzed.

2.11.7.1.1 Page Traffic

SEO is mainly focused to bring traffic naturally through SERPs. Organic Traffic refers to the visitors that enter the website through the unpaid search results. According to

BrightEdge organic traffic on average accounts for 53.3% of all visitors to internet pages. It outperforms Paid Search, Social and All other sources. The organic traffic can be tracked by services like Google Analytics. Many sources may drive users to enter a web page, display, email, organic, paid, referral and social sources are the ones mentioned in Google Analytics. Based on the report webmasters can understand which channels drive the most traffic and adjust their strategies accordingly in order to improve the desired channels. Each of them have their own best approaches and practices.

2.11.7.1.2 Branded Traffic

Branded traffic is the traffic that is gained through keywords that refer to the website's brand, for example the company's name. All the other keywords are considered as non-branded ones. It is an important metric as companies can measure the brand awareness that has been built so far. Basically it means that visitors are familiar with the existence and the services or products that the company offers. Branded traffic can bring more loyal customers as visitors prefer the company in spite of its competitors. Branded queries usually have higher conversion rate and higher engagement rates than non branded ones. That of course does not mean that unbranded traffic is not worth the effort.

2.11.7.1.3 Domain & Page Metrics

The major tools in the SEO industry like Ahrefs, SEMrush and Moz offer to their users a variable that predicts the potential of a website to rank in the search engine based on a variable that combines metrics. This variable can be calculated on Domain level as well as single Page level. Each Tool offers its own variable based on different metrics that is represented as a different name from tool to tool. (Ahrefs - DR | UR, SEMrush - Authority Score, Moz - DA | PA). Usually the variable gets numerical values from 0 to 100 and the higher the number the better the score. Neither of the above tools provide the exact formula of calculating the score. More information on how each score is calculated can be found on the tool provider official web page tool analysis.

2.11.7.1.4 SERP Rank - Search Rankings

The rankings of a specific website can be previewed by using tools that track rankings and their progress over time. The higher the site ranks the more chances it has to get organic traffic. Rankings can be considered as a major KPI as they come from Google live SERPs and webmasters can be certain about if Google 'likes' our site. Usually multiple keywords for a website can be tracked in order to check its progress. Depending on the tool an automated ranking report can be set in order to notify us when the rankings change. Also the quantity of keywords tracked depends on the tool and the pricing plan that is chosen.

2.11.7.1.5 Search Visibility

Search Visibility is an indicator for website observability in organic results for a selected list of keywords. Search visibility mainly refers to the amount of visibility that a page can get

regarding a keyword and it can be measured based on the share of traffic, the rankings or even a compilation of several search factors according to the most popular SEO tools. Each tool follows another procedure to calculate the metric. The bigger the visibility the more chance the website has to be entered and the better the site is performing in the organic search results.

2.11.7.1.6 Revenue

Many sites use SEO in order to get more Revenue, especially for Ecommerce businesses. ECommerce sites on Wordpress usually use the most popular open-source platform called WooCommerce (<https://wordpress.org/plugins/woocommerce/>). It can help us track statistics about the website's revenue. Also tools like Google Analytics can help SEOs track the Revenue of an internet site as well as other variables relevant to Ecommerce. In Google Analytics Ecommerce can be tracked by enabling the option and by installing the recommended code. More information on how to install Enhanced Ecommerce can be found at <https://developers.google.com/tag-manager/enhanced-ecommerce>

2.11.7.1.7 ROI

The "Return on Investment" indicator is used to evaluate the return performance of an investment. To calculate the ROI, the profit of an investment is divided by its cost and the result is expressed as a percentage. Return on investment measures how efficiently a business uses its capital to generate profit. If the investment does not have a positive sign or if there are other investments with higher returns, then the investment should not be taken. Measuring results is an iterative process that must be followed in the process of optimizing an advertising campaign. Return on investment helps an advertiser to determine the most cost-effective way to invest in their budget. ROI informs us about the profit generated by a specific activity, on a percentage basis on a budget.

CHAPTER 3: CASE STUDY

The aim of the specific study was to make a research in the theoretical background of Search Engine Marketing and in Search Engine Optimization mainly and then to use it on a practical basis. In this chapter 4 case studies will be analyzed to show in depth studies on particular situations. Two of them are local car rental companies, one a local boat rental company and the last one is a local hearing aid company. Three out of four experiments refer to the tourist season (4 months) in 2021 and the last one is observed over 9 months.

For all of them similar techniques of Search Engine Marketing Optimizations were followed. It is important to mention that all of the experiments using Wordpress CMS, Specific Wordpress plugins, SEO Powersuite software, were built by the same digital marketing company and the SEM actions were performed by the author of the current diploma thesis. The purpose of the experiment was to apply some SEM techniques from the previous chapter and to analyze the results that will be produced based on specific KPIs.

3.1 Experiments and Case Studies

3.1.1 Case 1 - Car Hire

3.1.2 Description

Case 1 refers to a car rental business located close to Corfu Airport. It is a new business created in 2020 offering brand new cars for rent all over the Island. The prices were ranging from 15€ up to 90€ on the cheapest car types and 40€ up to 130€ on the most expensive car types, depending on the type of season. 22 Types of cars were offered for rental purposes with a total rental fleet of 30 cars. There was no restriction concerning the delivery areas so customers could rent a car from any location of the island with extra fee for the delivery which is calculated based on the distance from Corfu town.

Case	1
Unique Selling Point	Brand New Cars
Fleet	30
Prices	€€
Rental Locations	Whole Island
Low Season Pricing	15 € - 60 €
High Season Pricing	90 € - 145 €
Budget for Promotion	€€

Table 3.1: Case Study 1 Overview

3.1.3 Approach methods

3.1.3.1 On Site, Off Site & Technical Optimization

A Basic seo package was offered to the client which included on page, off page and technical optimization. For on site optimization all the techniques mentioned in the theoretical part were used, for off site only directory backlink building technique was utilized.

Also a Facebook & Instagram page was created and content was posted regularly. When it comes to technical SEO a website audit was necessary and errors were fixed.

Site Audit: Summary		
Indexing and crawlability		
✗ Resources with 4xx status code	1	
✓ Resources with 5xx status code	0	
ℹ Resources restricted from indexing	119	
✓ 404 page set up correctly	Yes	
✓ robots.txt file	Yes	
✓ .xml sitemap	Yes	
Redirects		
✓ Fixed www and non-www versions	Yes	
✓ Issues with HTTP/HTTPS site versions	No	
✗ Pages with 302 redirect	1	
ℹ Pages with 301 redirect	1	
✓ Pages with long redirect chains	0	
✓ Pages with meta refresh	0	
ℹ Pages with rel="canonical"	19	
Encoding and technical factors		
✓ Mobile friendly	Yes	
✗ HTTPS pages with mixed content issues	3	
✓ Pages with multiple canonical URLs	0	
✓ Pages with Frames	0	
ℹ Pages with W3C HTML errors and warnings	24	
ℹ Pages with W3C CSS errors and warnings	22	
⚠ Too big pages	1	
URLs		
⚠ Dynamic URLs	2	
✓ Too long URLs	0	
Links		
✓ Broken links	0	
✓ Pages with excessive number of links	0	
ℹ Dofollow external links	148	
Images		
✓ Broken images	0	
ℹ Empty alt text	47	
On-page		
✓ Empty title tags	0	
✓ Duplicate titles	0	
✓ Too long titles	0	
⚠ Empty meta description	5	
✓ Duplicate meta descriptions	0	
✓ Too long meta description	0	

Image 3.1: Case Study 1 Website Audit

3.1.3.2 Keyword Research

Through keyword research it was decided to optimize the below keywords:

Corfu Car Hire



Image 3.2: Case Study 1 Keyword 1 metrics

Car Hire Corfu Airport

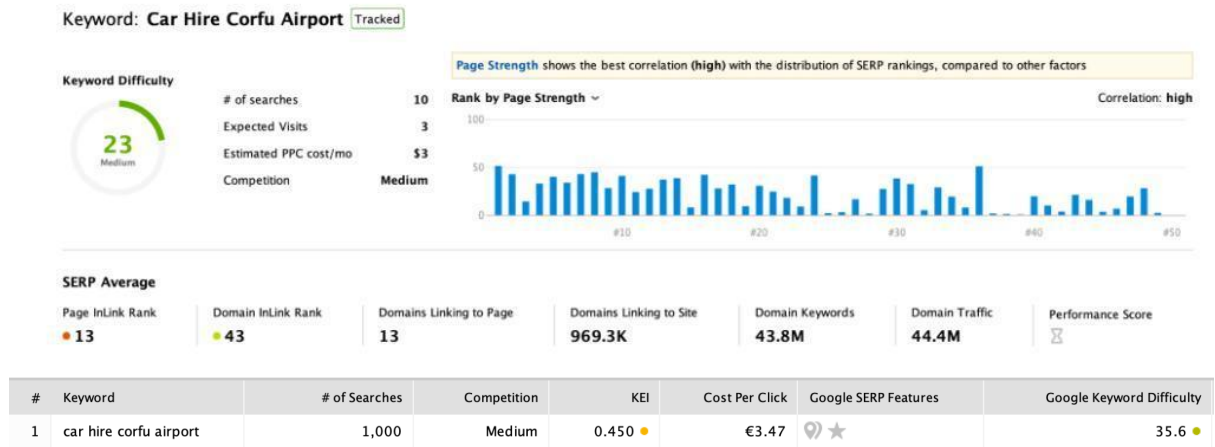


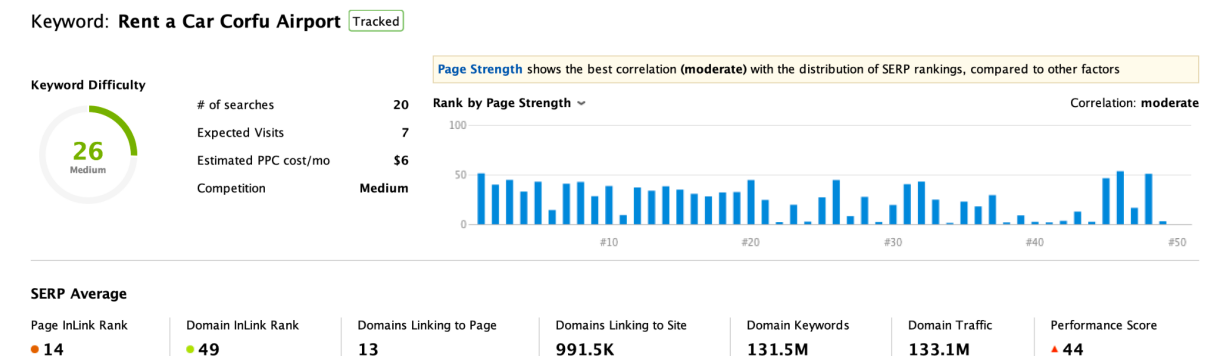
Image 3.3: Case Study 1 Keyword 2 metrics

Best Car Hire Corfu Airport



Image 3.4: Case Study 1 Keyword 3 metrics

Rent a Car Corfu Airport



#	Keyword	# of Searches	Competition	KEI	Cost Per Click	Google SERP Features	Google Keyword Difficulty
1	rent a car corfu airport	3,600	Medium	1.843 ●	€2.35	📍★	37.4 ●

Image 3.5: Case Study 1 Keyword 4 metrics

Branded Keyword

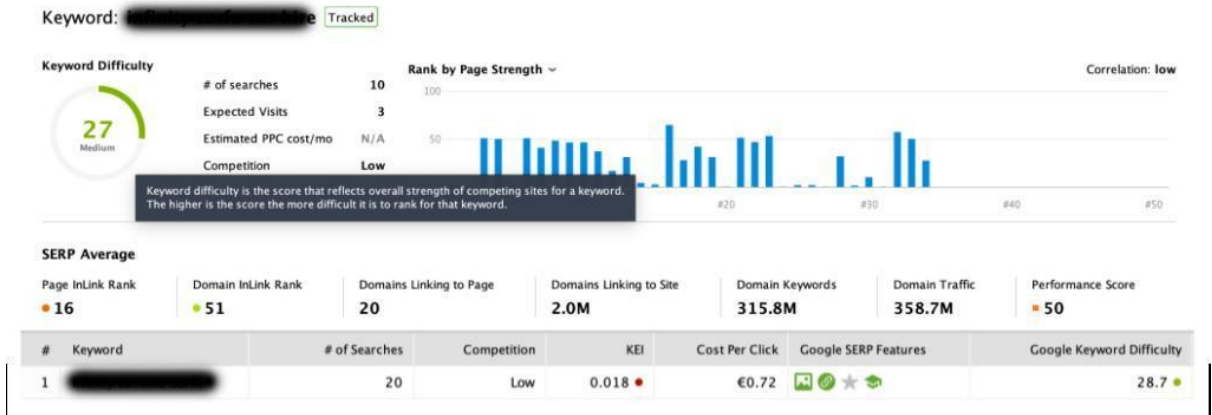


Image 3.6: Case Study 1 Keyword 5 metrics

Local SEO

To enhance Local SEO a Google my business was claimed and optimized by providing as much information as possible and backlinks from 5 local directories with DA above 20 were created ensuring the name, address, phone and information consistency across all websites.

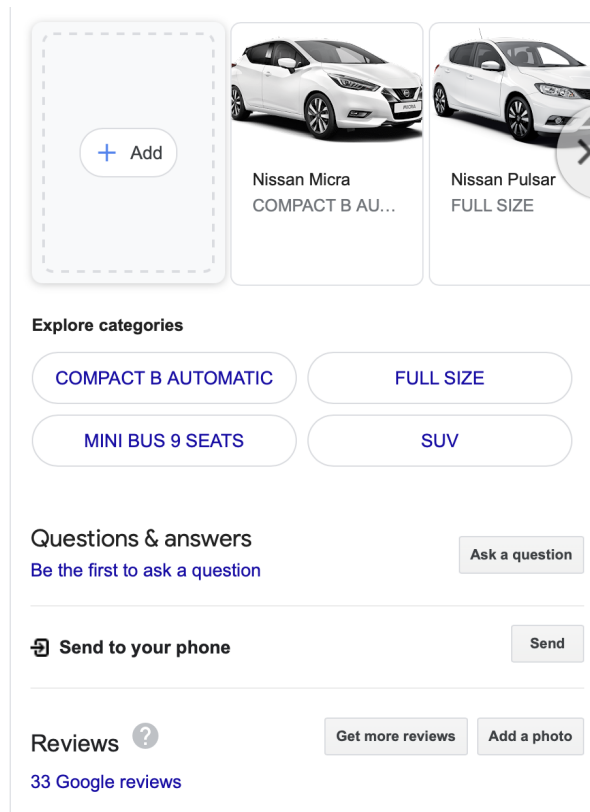
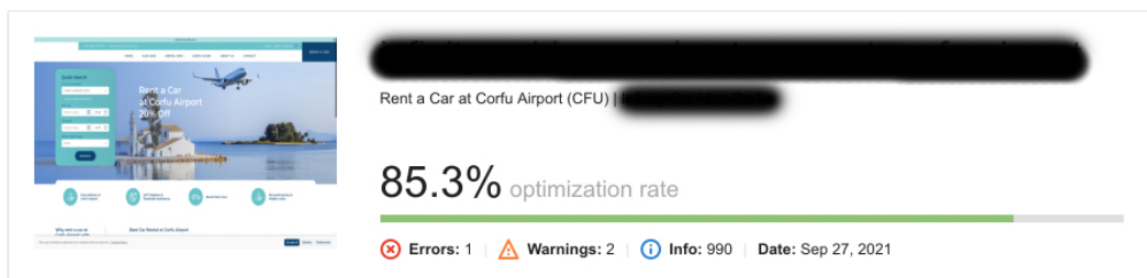


Image 3.7: Case Study 1 Google My Business

3.1.3.3 Landing Page

A Landing page was created. Targeting the keyword “rent a car corfu airport” to gain higher rankings for the keyword resulting in more traffic to the page. The landing page also played an essential role for Google Ads to gain more relevancy when it comes to keywords that target Corfu Airport. Content Writer and Designers were responsible for the creation of the page and then by Following Seo Powersuite Website Auditor Page Audit a Technical & Content Edit was performed offering the results on the screenshots below:



Content Optimization: Summary

Title		Body	
✓ Keywords in title	1	✓ Keywords in body	3
✓ Title length	59 chars	✓ Word count in body	885
✓ Multiple <title> tags	No	✓ Keywords in H1	1
Meta tags		✓ Keywords in H2-H6	1
✓ Keywords in meta description tag	1	ⓘ Keywords in bold	0
✓ Meta description length	139 chars	ⓘ Keywords in italic	0
✓ Multiple meta description tags	No	✓ Keywords in link anchors	1
✓ Keywords in meta keywords tag	0	Images	
		ⓘ Keywords in alt texts	0
		⚠ Empty alt texts	1
		Markup	
		✓ Open Graph markup	Yes
		✓ Structured data markup	Yes

Technical audit: Summary			
Page availability		Mobile Friendliness and Page Speed	
✓ Page status code	200	✓ Mobile friendly	Yes
✓ Broken resources	0	✗ Mobile: Page speed	39
✓ Page is restricted from indexing	No	⚠ Desktop: Page speed	79
ℹ Resources restricted from indexing	9	URL	
✓ Page uses meta refresh	No	✓ Dynamic URL	No
ℹ Page uses rel="canonical"	Yes	✓ URL length	56 chars
Encoding and technical factors		Links	
✓ Mixed HTTP/HTTPS content issues	0	✓ Broken links	0
✓ Multiple canonical URLs	No	✓ Number of links on the page	62
✓ Localization	No	ℹ Dofollow ext. links on the page	10
✓ Conflicting character encoding	No		
✓ Page uses frames	No		
ℹ W3C HTML errors & warnings	47		
ℹ W3C CSS errors & warnings	920		

Image 3.8: Case Study 1 Landing Page Optimizations

3.1.3.4 Google Ads

An intensive keyword research was done in order to find all the possible keywords that would result in conversions. Maximize clicks strategy was used as the goal was to be displayed as many times as possible. Search Ads and Display ads were created and a conversion tag with conversion value was installed to get as much data as possible. As for the Locations almost the whole Europe was targeted. Also the SKAG approach was followed in order to maximize the results. About 1000 euros a month was spent on Google Ads.

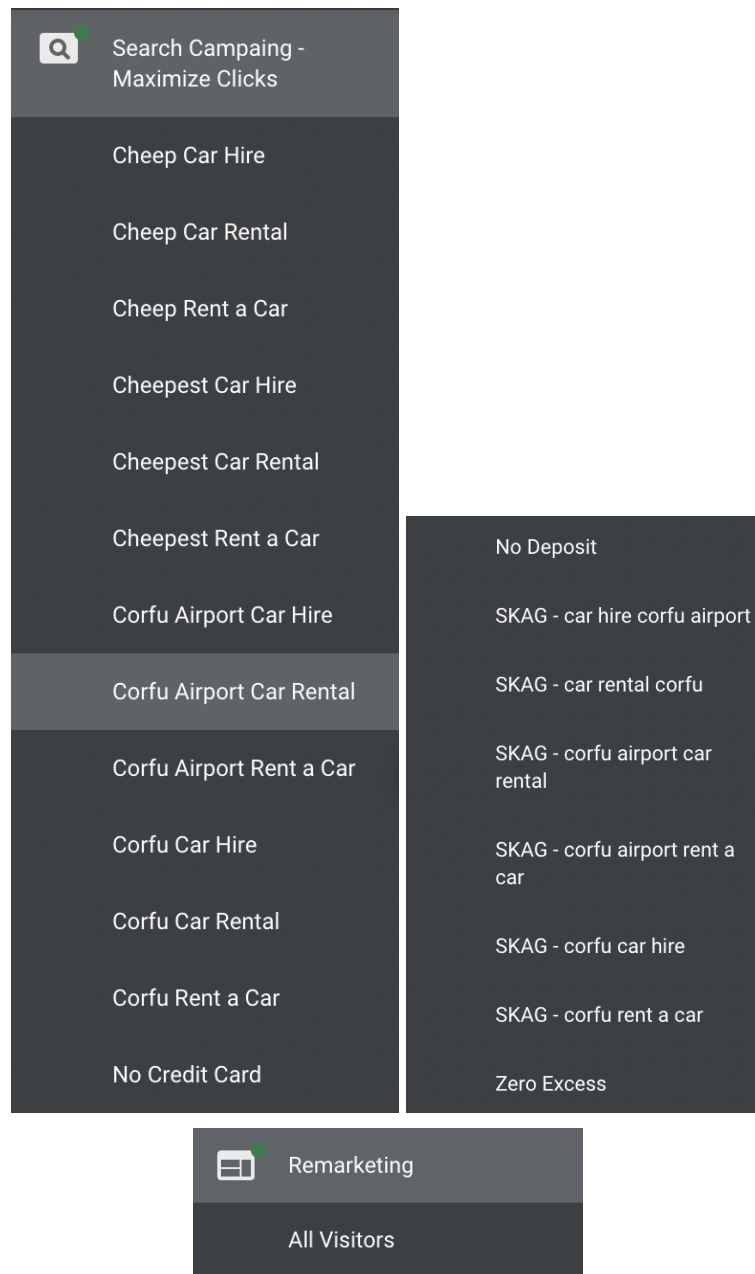


Image 3.9: Case Study 1 Google Ads

3.1.3.5 Prices Regulation

To stay competitive in the industry prices were changed regularly with different offers depending on the rental season. On weekly rentals even better prices were offered as the owner wanted to focus more on rentals for at least a week. Competition prices were checked on a regular basis and adjusted accordingly to maximize the possible results.

3.1.3.6 Conversion Rate Optimization

Visitors are guided to complete a reservation through various Conversion Rate Optimization techniques and a Clear Call to Action button.



Rent a Car
at Corfu Airport
20% Off

~~€ 236.25~~
€ 189.00

BOOK A CAR

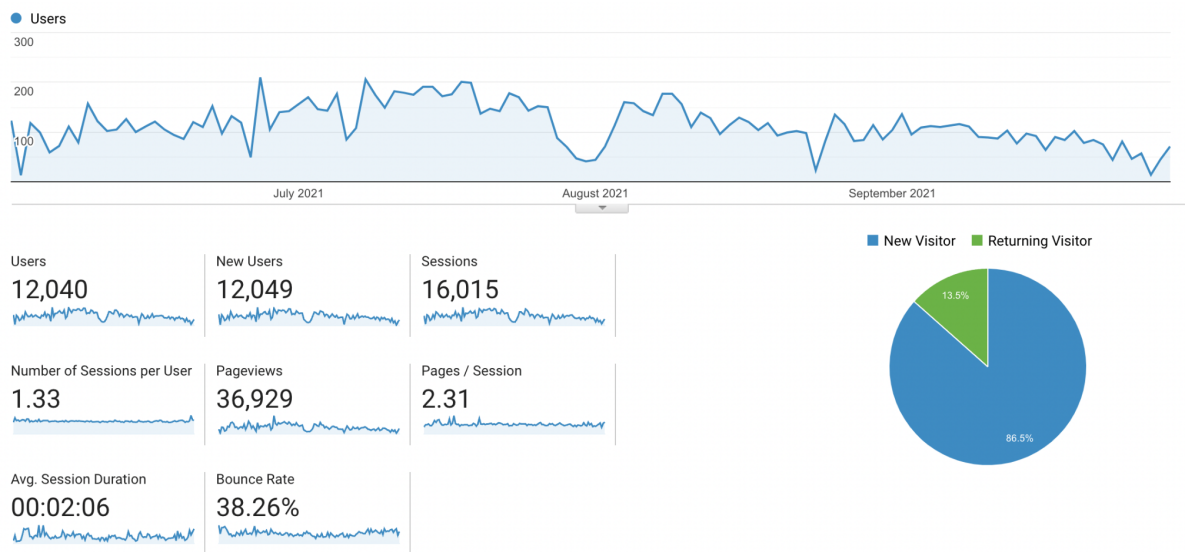
 A customer from Netherlands
booked a Peugeot 301 in
Corfu 8 ago ×

From 11.90€/day!

Image 3.10: Case Study 1 CRO

3.1.4 Results

3.1.4.1 Page Traffic



Top Channels

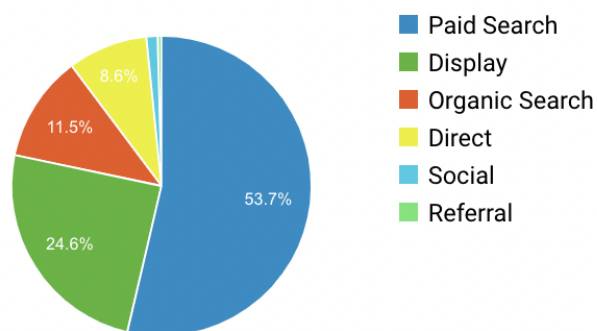


Image 3.11: Case Study 1 Page Traffic

3.1.4.2 Branded Traffic

Search Volume for the branded keyword started to exist. That means people started searching for the brand name on a regular basis.

Google Search Console

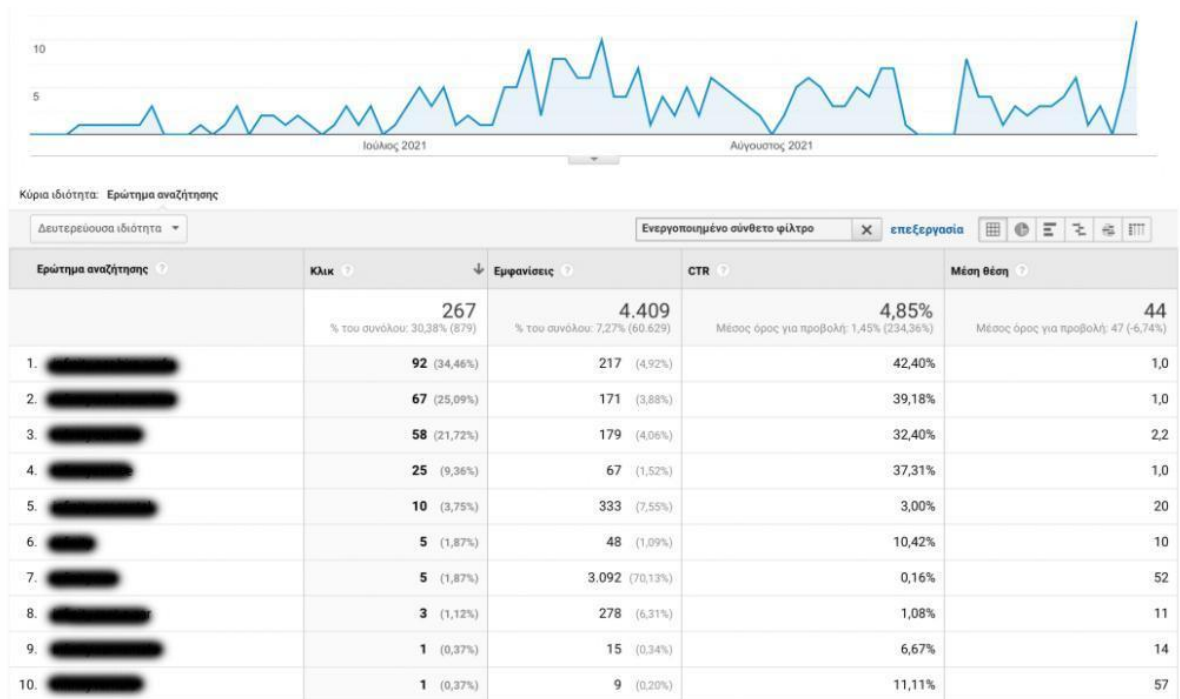


Image 3.12: Case Study 1 Google Search Console Branded Traffic

Google Ads

Απεικόνιση σειρών		Δευτερεύουσα ιδιότητα		Τύπος ταξινόμησης:		Προεπιλογή			
	Ερώτημα αναζήτησης	Απόκτηση					Συμπεριφορά		
		Κλικ	Κόστος	CPC	Χρήστες	Περίοδοι σύνδεσης	Ποσοστό εγκατάλειψης	Σελίδες / περίοδο σύνδεσης	
		15 % του συνόλου: 0,15% (9.978)	5,18 € % του συνόλου: 0,14% (3.628,88 €)	0,35 € Μέσος όρος για προβολή: 0,36 € (-5,05%)	23 % του συνόλου: 0,23% (9.823)	90 % του συνόλου: 0,69% (13.081)	25,56% Μέσος όρος για προβολή: 36,87% (-30,69%)	7,38 Μέσος όρος για προβολή: 2,34 (214,64%)	
☐	1. ██████████	6 (40,00%)	2,43 € (46,91%)	0,40 €	6 (25,00%)	12 (13,33%)	50,00%	3,08	
☐	2. ██████████	5 (33,33%)	2,20 € (42,47%)	0,44 €	4 (16,67%)	5 (5,56%)	20,00%	1,80	
☐	3. ██████████	4 (26,67%)	0,55 € (10,62%)	0,14 €	4 (16,67%)	41 (45,56%)	19,51%	3,80	
☐	4. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	1 (1,11%)	0,00%	4,00	
☐	5. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	2 (2,22%)	100,00%	1,00	
☐	6. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	1 (1,11%)	0,00%	3,00	
☐	7. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	3 (12,50%)	3 (3,33%)	33,33%	2,33	
☐	8. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	1 (1,11%)	0,00%	3,00	
☐	9. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	1 (1,11%)	0,00%	2,00	
☐	10. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	1 (1,11%)	100,00%	1,00	
☐	11. ██████████	0 (0,00%)	0,00 € (0,00%)	0,00 €	1 (4,17%)	22 (24,44%)	18,18%	20,00	

Image 3.13: Case Study 1 Google Ads Branded Traffic

Google Ads Keyword Planner - Forecast

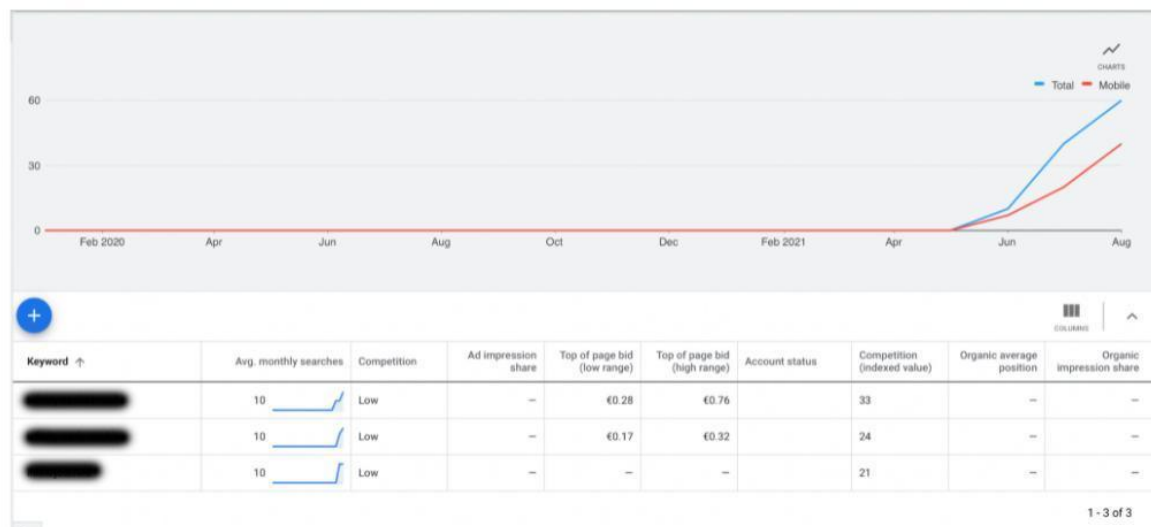


Image 3.14: Case Study 1 Google Ads Keyword Planner Branded Traffic

3.1.4.3 Domain & Page Metrics

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
5	9	4	1%

Page/URL	PA
[REDACTED] 	15
[REDACTED] 	12
[REDACTED] 	10
[REDACTED] / 	10
[REDACTED] 	10
[REDACTED] 	10
[REDACTED] 	10

Image 3.15: Case Study 1 MOZ Domain Metrics

3.1.4.4 SERP Rank

The company was observed for 21 keywords. As the website was created in 2020 the website wasn't ranking for any keyword.

Keyword Rankings: Summary				
Search engine	Top 1	In top 10	In top 50	Not in top 50
 Google	3 +2	4 +3	12 +8	9
 Google.gr	4 +3	5 +4	20 +15	1
 Google.gr (Maps)	4 +3	4 +3	12 +8	9
 Google.gr (Mobile)	4 +3	5 +4	20 +15	1
 Google.it	4 +3	4 +3	20 +16	1
 Google.it (Maps)	4 +3	4 +3	9 +7	12
 Google.it (Mobile)	4 +3	4 +3	20 +16	1
 Google.pl	4 +3	4 +3	20 +15	1
 Google.pl (Maps)	4 +3	4 +3	7 +5	14
 Google.pl (Mobile)	4 +3	4 +3	20 +15	1
 Google.co.uk	4 +3	4 +3	10 +7	11
 Google.co.uk (Maps)	4 +3	4 +3	6 +4	15
 Google.co.uk (Mobile)	3 +2	4 +3	10 +7	11
 Google.co.uk (Images)	1 +1	4 +3	4 +3	17
 Bing UK	4 +3	12 +11	17 +16	4

Image 3.16: Case Study 1 Keyword Rankings

3.1.4.5 Search Visibility

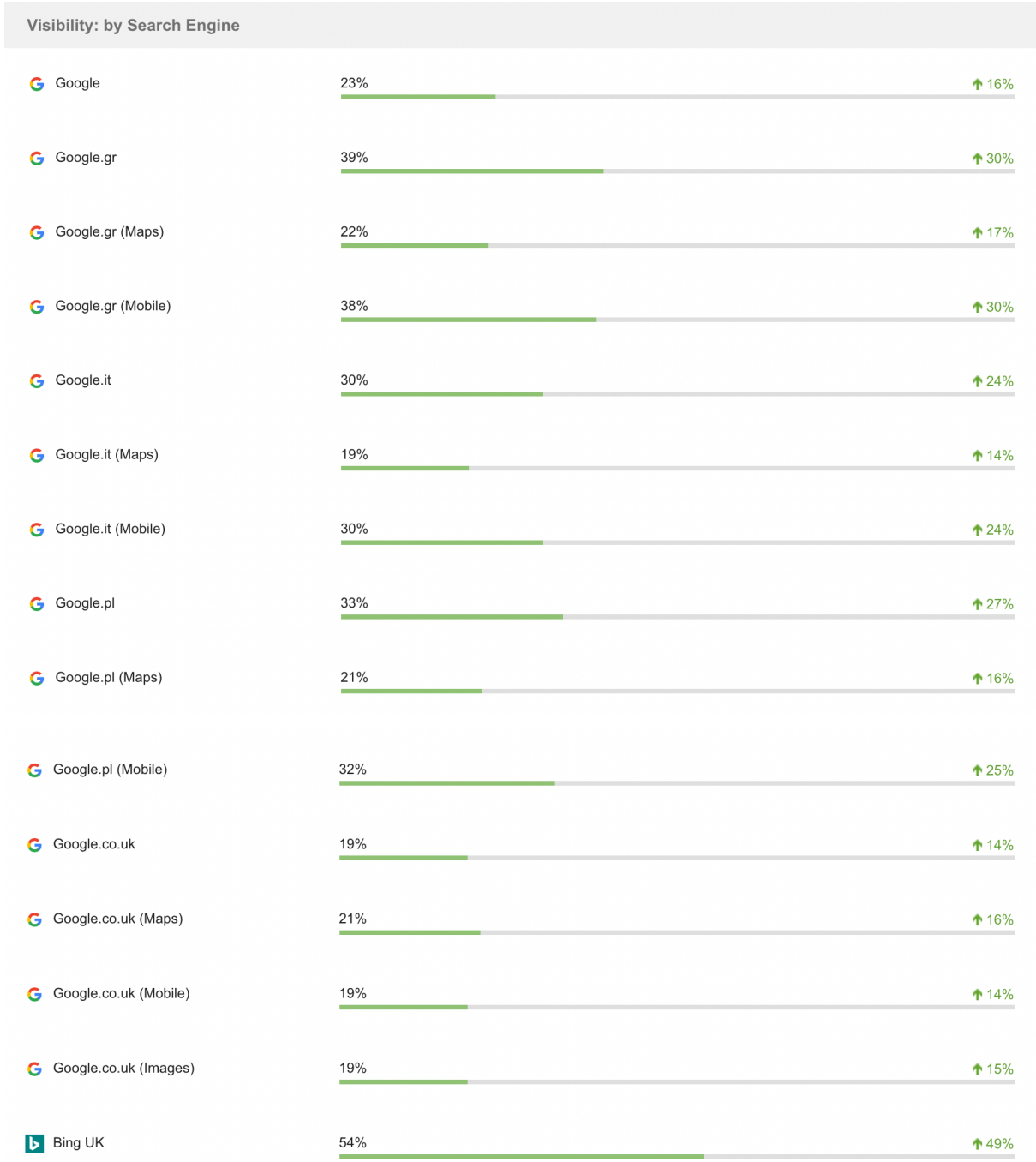


Image 3.17: Case Study 1 Search Visibility

3.1.4.6 Revenue

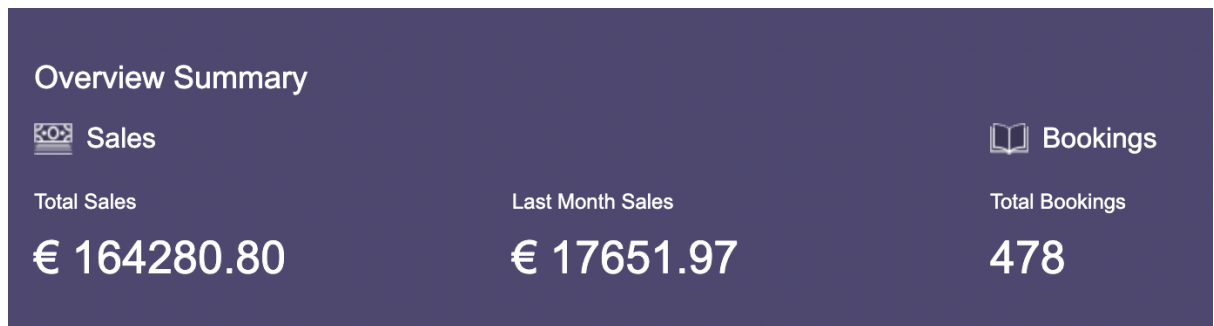


Image 3.18: Case Study 1 Revenue

3.1.4.7 ROI

Return on Investment (ROI) Calculator

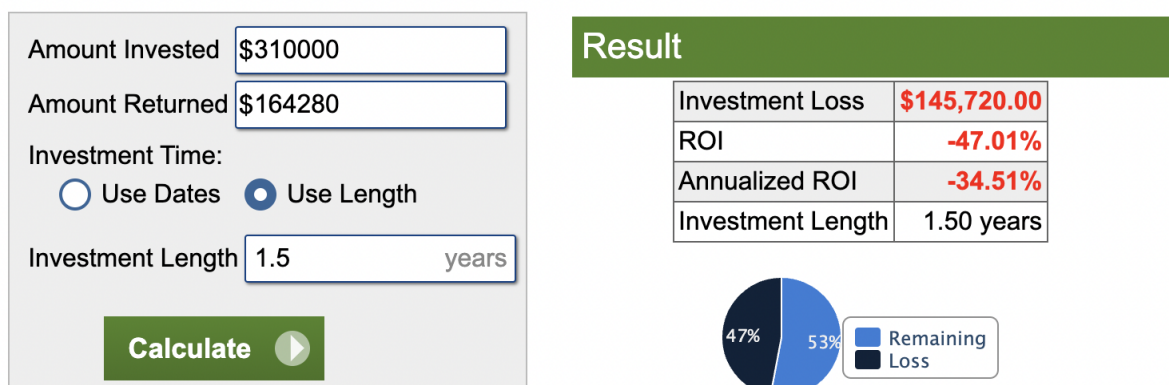


Image 3.19: Case Study 1 ROI

3.1.5 Case 2 - Boat Hire

3.1.6 Description

Case 2 refers to a boat hire business located in the north part of East Corfu. It is a business that is 5 years in the industry offering boats for rent all over the Island. The prices ranged from 75€ up to 140€ depending on the type of season. The delivery areas were all over the north east part of Corfu with a main focus on the area of san stefanos.

Case	2
Prices	€€

Rental Locations	North East part of the Island
Low Season Pricing	75 € - 125 €
High Season Pricing	85 € - 145 €
Budget for Promotion	€

Table 3.2: Case Study 2 Overview

3.1.7 Approach methods

3.1.7.1 On Site, Off Site & Technical Optimization

A SEO package for clients includes on page, off page and technical optimization. As far as the on site optimization is concerned all of the techniques mentioned in the theoretical part were used. On the other hand, for off site only directory backlink building techniques were used. For technical SEO, website audit is a necessity. Any possible mistakes were fixed.

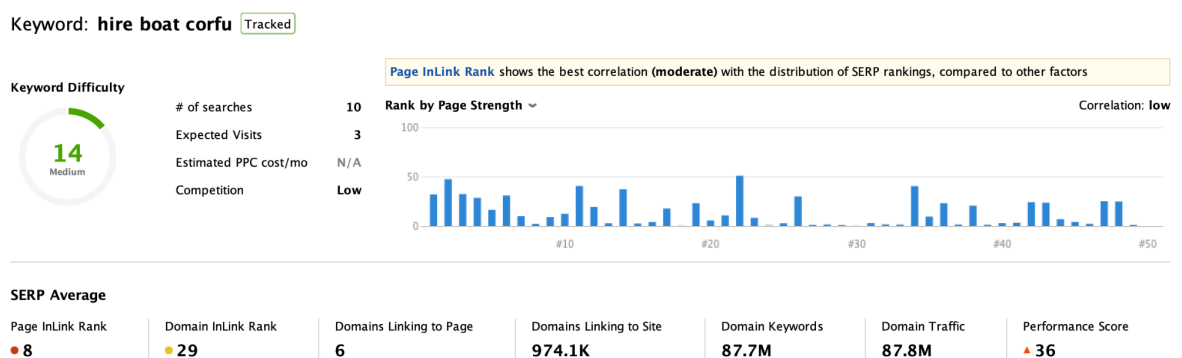
Site Audit: Summary			Encoding and technical factors		
Indexing and crawlability					
✓	Resources with 4xx status code	0	✓	Mobile friendly	Yes
✓	Resources with 5xx status code	0	✓	HTTPS pages with mixed content issues	0
i	Resources restricted from indexing	52	✓	Pages with multiple canonical URLs	0
✓	404 page set up correctly	Yes	✓	Pages with Frames	0
✓	robots.txt file	Yes	i	Pages with W3C HTML errors and warnings	17
✓	.xml sitemap	Yes	i	Pages with W3C CSS errors and warnings	17
Redirects			✓	Too big pages	0
✓	Fixed www and non-www versions	Yes	URLs		
✓	Issues with HTTP/HTTPS site versions	No	⚠	Dynamic URLs	1
✓	Pages with 302 redirect	0	✓	Too long URLs	0
✓	Pages with 301 redirect	0	Links		
✓	Pages with long redirect chains	0	✓	Broken links	0
✓	Pages with meta refresh	0	✓	Pages with excessive number of links	0
i	Pages with rel="canonical"	16	i	Dofollow external links	218
On-page			Images		
✗	Empty title tags	1	✓	Broken images	0
✓	Duplicate titles	0	i	Empty alt text	258
✓	Too long titles	0			
⚠	Empty meta description	8			
✓	Duplicate meta descriptions	0			
✓	Too long meta description	0			

Image 3.20: Case Study 2 Website Audit

3.1.7.2 Keyword Research

Through keyword research it was decided to optimize the below keywords:

Hire Boat Corfu



#	Keyword	# of Searches	Competition	Cost Per Click	KEI	Google SERP Features	Google Keyword Difficulty
1	hire boat corfu	1,000	Low	€0.67	1.061		21.2

Image 3.21: Case Study 2 Keyword 1 metrics

Hire a Boat Corfu

Keyword: **hire a boat corfu** Tracked



SERP Average

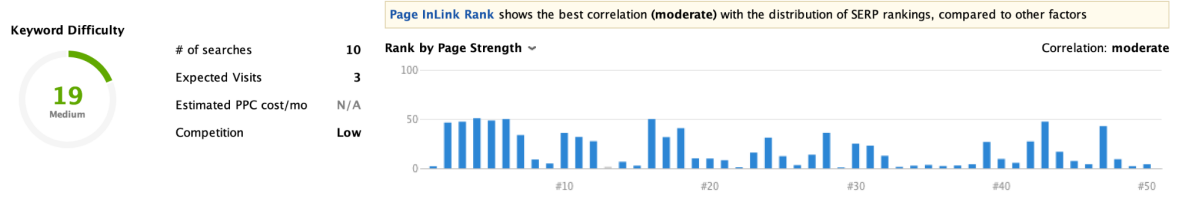
Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site	Domain Keywords	Domain Traffic	Performance Score
9	31	6	994.6K	89.5M	89.6M	37

#	Keyword	# of Searches	Competition	Cost Per Click	KEI	Google SERP Features	Google Keyword Difficulty
1	hire a boat corfu	1,000	Low	€0.67	1.061		21.2

Image 3.22: Case Study 2 Keyword 2 metrics

North Corfu Boat Hire

Keyword: **north corfu boat hire** Tracked



SERP Average

Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site	Domain Keywords	Domain Traffic	Performance Score
10	40	3	1.8M	214.8M	215.8M	37

#	Keyword	# of Searches	Competition	Cost Per Click	KEI	Google SERP Features	Google Keyword Difficulty
1	north corfu boat hire	70	Low	€0.56	0.104		31.0

Image 3.23: Case Study 2 Keyword 3 metrics

San Stefanos Boat Hire Corfu

Keyword: **san stefanos boat hire corfu** Tracked

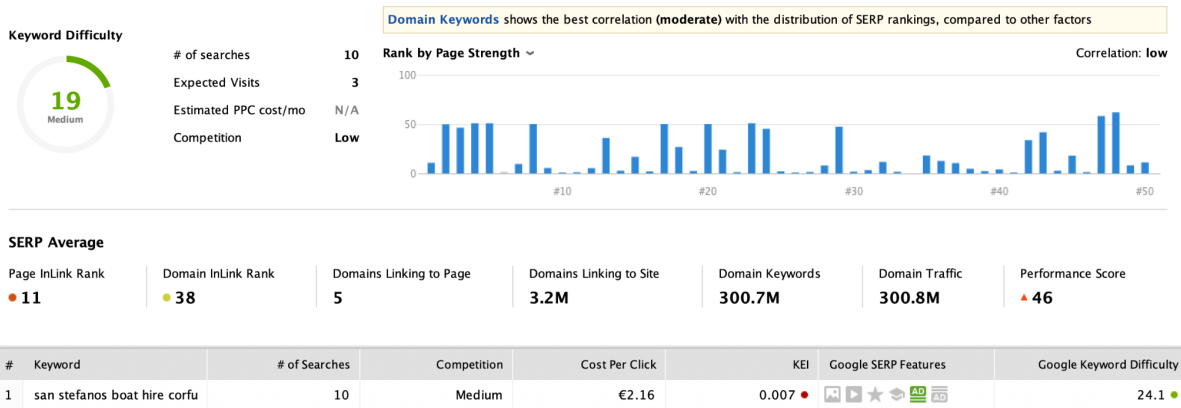


Image 3.24: Case Study 2 Keyword 4 metrics

Branded Keyword



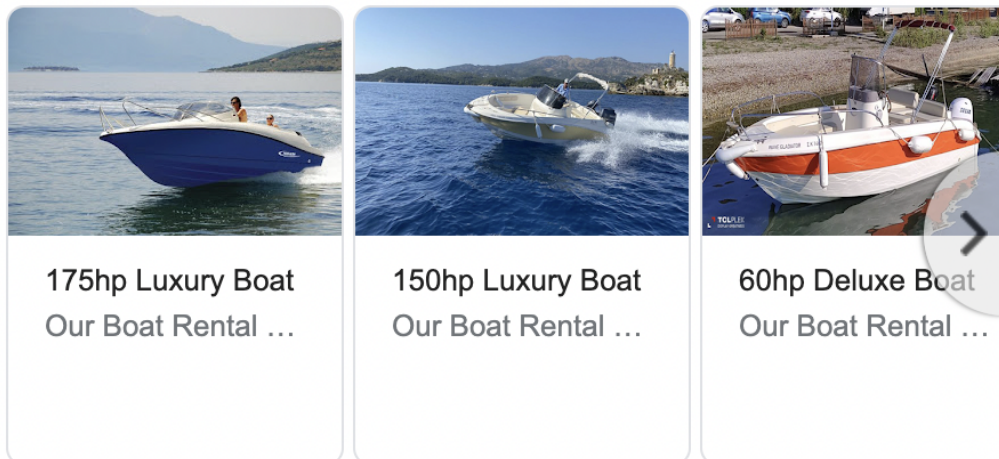
Image 3.25: Case Study 2 Keyword 5 metrics

Local SEO

A Google my business was claimed and optimized to embrace Local SEO, by providing a great number of information as well as backlinks from 10 local directories with DA more than 20. The above were created ensuring the name, address, phone and information consistency throughout all websites.

Προϊόντα

Προβολή όλων



4.8 ★★★★★ 25 Google reviews

Boat rental service in Greece

Image 3.26: Case Study 2 Google My Business

3.1.7.3 More SEO

A small guide about Corfu Island was created with a separate page for each location that the boat hire services or a free delivery is offered. The point of doing so was to establish a topical relevance for locations and by adding a small paragraph the services offered in the specific locations. A Blog was also created to give the owner the chance to write relevant blog posts. Separate pages were created for each boat available for hire with the goal of targeting keywords like speed boat hire corfu. Privacy Policy, Terms & Conditions & Cookie Policy were also added. The whole idea was to upgrade the website to become of quality and follow Google's Search Quality Ratings Guidelines or else known as E-A-T in the SEO world. At the same time the promoting budget was small so adjustments had to be made to stay in the desired budget.

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[Cookie Policy](#)

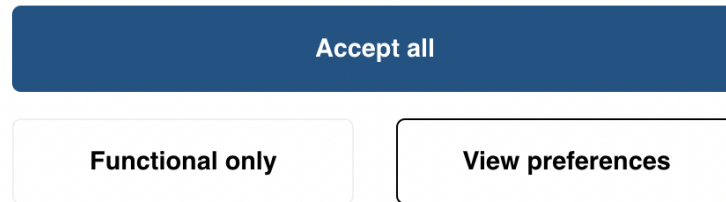


Image 3.27: Case Study 2 Cookies Acceptance

3.1.7.4 Google Ads

An intensive keyword research was done in order to find all the possible keywords that would result in conversions. Maximize clicks strategy was used as the goal was to be displayed as many times as possible. Search Ads and Display ads were created and a conversion tag was installed to get as much data as possible. Search adware targeting boat hire services keywords in the desired area and Dynamic Search Ads were used to fill in the gaps. A local campaign was added in order to drive users to call or visit the location of the company. Two types of Display ads were created. The first was targeting users that were searching for keywords related to north east corfu and the desired area or visited sites that their content is related to the above mentioned and then searched for keywords focused on boat hire services on Corfu. The second was created to target users that have previously visited the website and for users that searched for boat rental services in the desired area. The budget was about 300 euros a month.

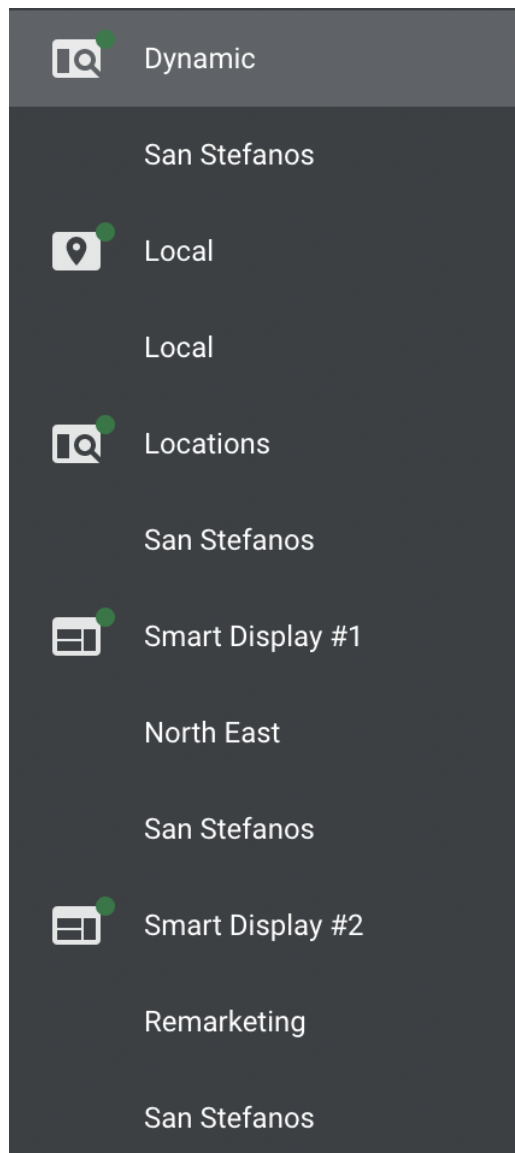
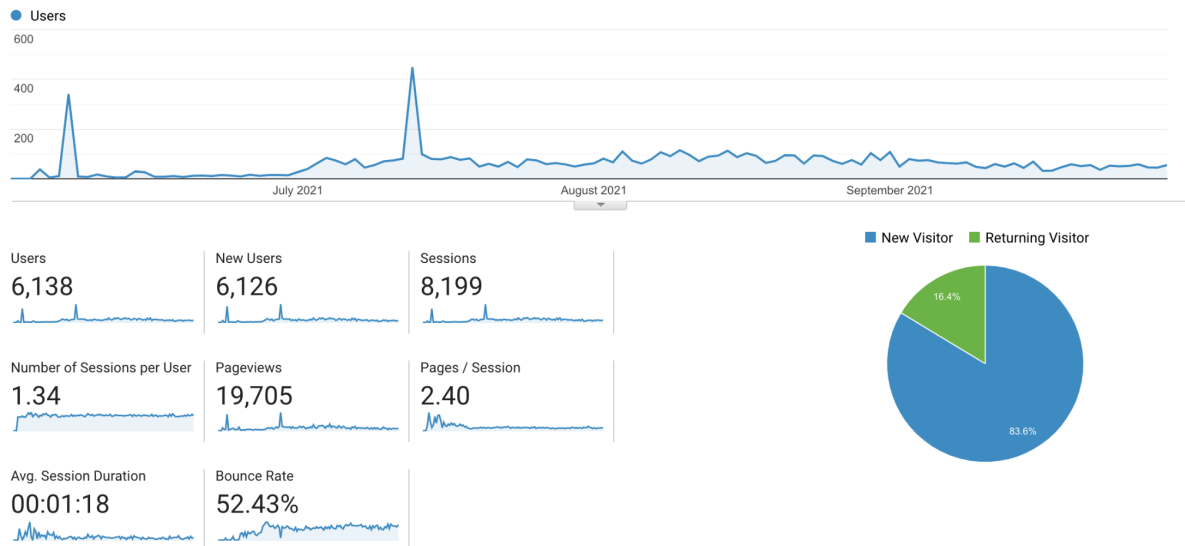


Image 3.28: Case Study 2 Google Ads

3.1.8 Results

3.1.8.1 Page Traffic



Top Channels

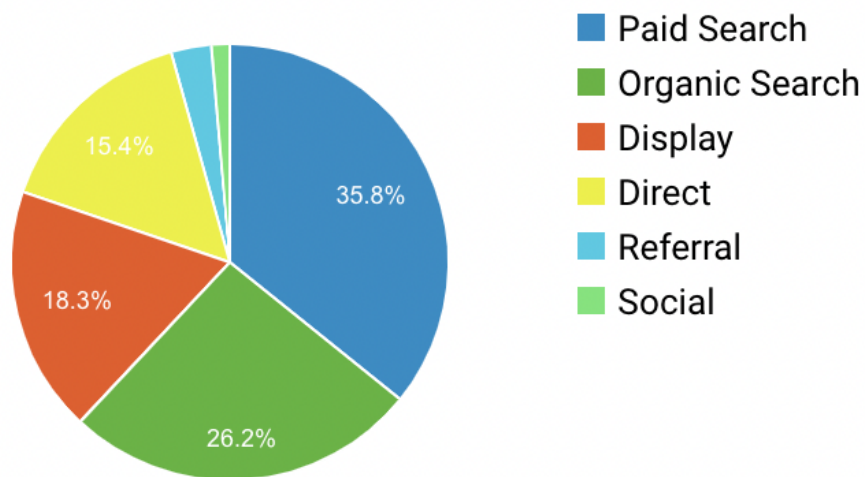


Image 3.29: Case Study 2 Page traffic

3.1.8.2 Branded Traffic

Search Volume for the branded keyword started to exist. That means people started searching for the brand name on a regular basis.

Google Search Console

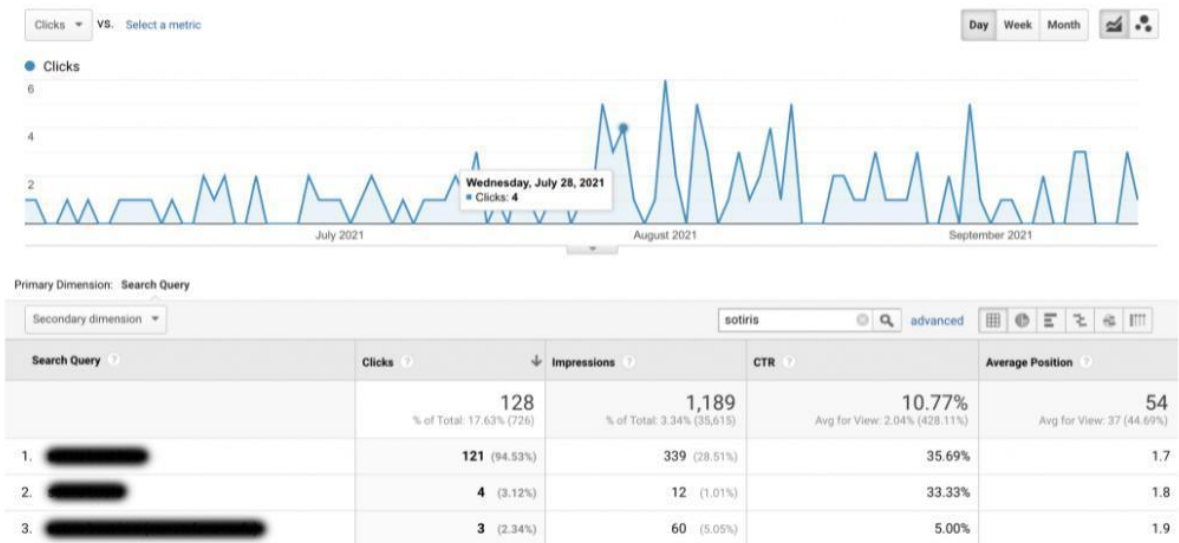


Image 3.30: Case Study 2 Google Search Console Branded Traffic

Google Ads

Search Query	Acquisition					Behavior		Conversions	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Κρατήσεις (Goal 1 Conversion Rate)	Κρατήσεις (Goal 1 Completions)
	51 % of Total: 0.58% (8,810)	€9.59 % of Total: 1.38% (€692.92)	€0.19 Avg for View: €0.08 (139.08%)	50 % of Total: 0.90% (5,579)	64 % of Total: 0.87% (7,378)	42.19% Avg for View: 51.40% (-17.92%)	2.73 Avg for View: 2.42 (13.04%)	7.81% Avg for View: 2.21% (253.62%)	5 % of Total: 3.07% (163)
1. [Redacted]	29 (56.86%)	€6.20 (64.65%)	€0.21	26 (52.00%)	36 (56.25%)	47.22%	2.31	5.56%	2 (40.00%)
2. [Redacted]	11 (21.57%)	€2.10 (21.90%)	€0.19	12 (24.00%)	14 (21.88%)	42.86%	3.79	7.14%	1 (20.00%)
3. [Redacted]	5 (9.80%)	€0.31 (3.23%)	€0.06	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)
4. [Redacted]	4 (7.84%)	€0.86 (8.97%)	€0.22	3 (6.00%)	4 (6.25%)	0.00%	2.50	0.00%	0 (0.00%)
5. [Redacted]	2 (3.92%)	€0.12 (1.25%)	€0.06	1 (2.00%)	1 (1.56%)	0.00%	9.00	100.00%	1 (20.00%)
6. [Redacted]	0 (0.00%)	€0.00 (0.00%)	€0.00	1 (2.00%)	1 (1.56%)	0.00%	3.00	0.00%	0 (0.00%)
7. [Redacted]	0 (0.00%)	€0.00 (0.00%)	€0.00	2 (4.00%)	2 (3.12%)	50.00%	1.50	0.00%	0 (0.00%)
8. [Redacted]	0 (0.00%)	€0.00 (0.00%)	€0.00	1 (2.00%)	1 (1.56%)	0.00%	6.00	0.00%	0 (0.00%)
9. [Redacted]	0 (0.00%)	€0.00 (0.00%)	€0.00	1 (2.00%)	1 (1.56%)	100.00%	1.00	0.00%	0 (0.00%)
10. [Redacted]	0 (0.00%)	€0.00 (0.00%)	€0.00	1 (2.00%)	1 (1.56%)	100.00%	1.00	0.00%	0 (0.00%)
11. [Redacted]	0 (0.00%)	€0.00 (0.00%)	€0.00	2 (4.00%)	3 (4.69%)	33.33%	2.00	33.33%	1 (20.00%)

Image 3.31: Case Study 2 Google Ads Branded Traffic

Google Ads Keyword Planner - Forecast

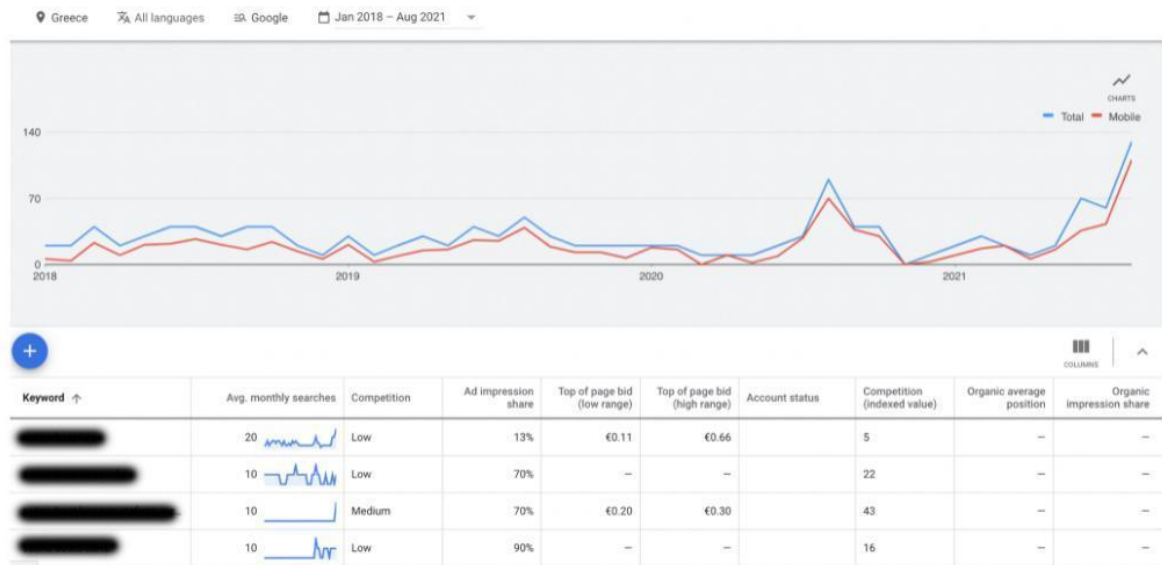


Image 3.32: Case Study 2 Google Ads Keyword Planner Branded Traffic

3.1.8.3 Domain & Page Metrics

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
9	22	9	1%

Page/URL	PA
[REDACTED] 	19
[REDACTED] 	18
[REDACTED] 	15
[REDACTED] 	15
[REDACTED] 	13
[REDACTED] 	13
[REDACTED] 	13

Image 3.33: Case Study 2 MOZ Domain Metrics

3.1.8.4 SERP Rank

The company was observed for 98 keywords.

Keyword Rankings: Summary				
Search engine	Top 1	In top 10	In top 50	Not in top 50
 Google	4	37	97	1
 Google.com (Maps)	12	41	66	32
 Google.com Mobile	4	36	97	1
 Google.com Images	4	15	54	44
 Google.al	5	38	82	16
 Google.al (Maps)	20	37	68	30
 Google.al (Mobile)	4	36	82	16
 Google.gr	7	38	90	8
 Google.gr (Maps)	4	35	59	39
 Google.gr (Mobile)	7	40	93	5
 Google.co.uk	4	32	78	20
 Google.co.uk (Maps)	14	38	58	40
 Google.co.uk (Mobile)	4	37	82	16
 Google.co.uk (Images)	4	18	80	18

Image 3.34: Case Study 2 Keyword Rankings

3.1.8.5 Search Visibility

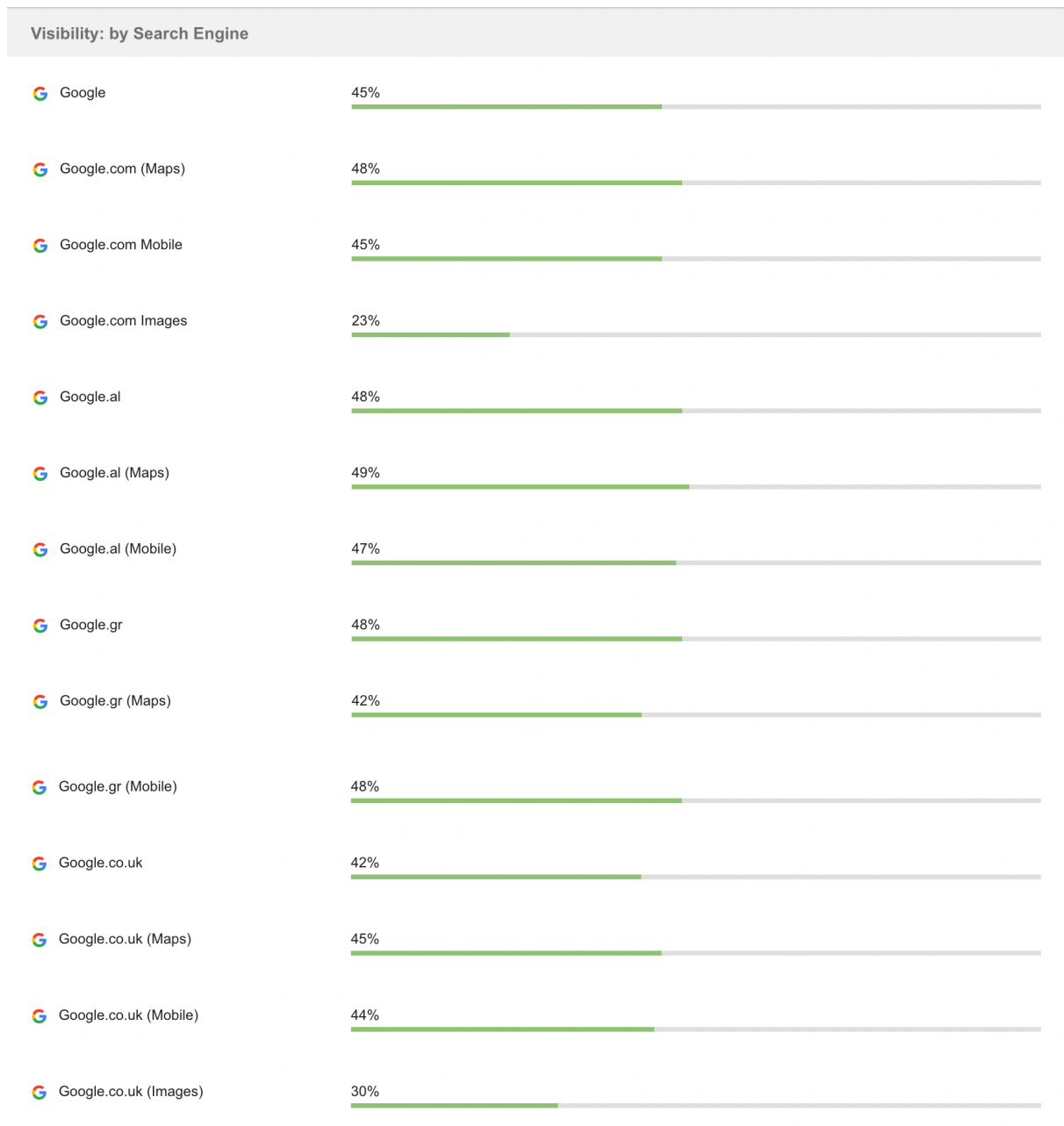


Image 3.35: Case Study 2 Search Visibility

3.1.8.6 Revenue

It was not possible to count the revenue in the specific case. Instead in this situation Reservations made from the website will be counted. Google Analytics Goal was installed to count the specific number and the channels that have driven them. To add up Google Ads Local campaign outcome will count as conversions as counted as conversions a phone call or instruction on how to visit the desired physical location of the business.

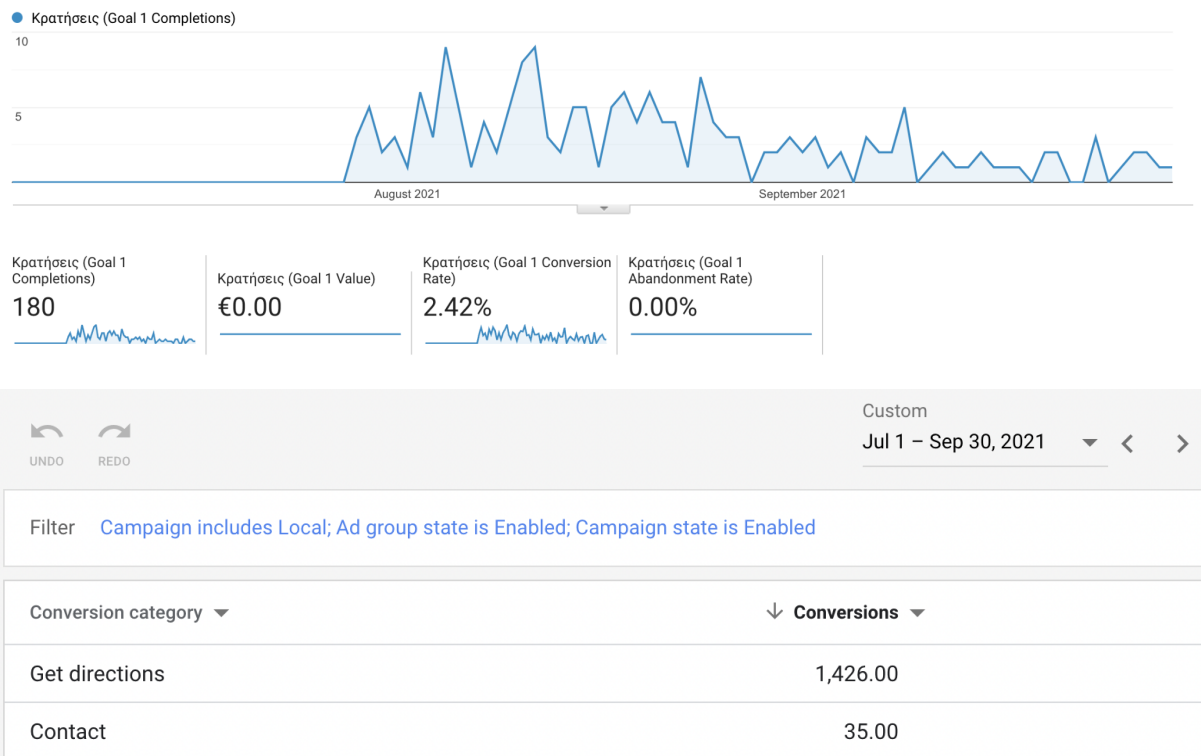


Image 3.36: Case Study 2 Revenue

3.1.8.7 ROI

In this case it is not applicable to calculate the ROI for various reasons.

3.1.9 Case 3 - Hearing Aids Local Business

3.1.10 Description

Case 3 refers to a hearing aids local business located in Peloponnese. The business goal was to build brand awareness for the offered services in the local community.

Case	3
Unique Selling Points	Brand Name
Rental Locations	North East Peloponnese
Project Starting Date	1 January
Budget for	€

Table 3.3: Case Study 3 Overview

3.1.11 Approach methods

3.1.11.1 On Site, Off Site & Technical Optimization

A basic SEO package was offered for the client. This offer consists of on page, off page and technical optimization. All the mentioned techniques in the theoretical part were used for optimization purposes. Off site, directory backlink building technique was used. A website audit was vital for technical SEO.

Site Audit: Summary		Encoding and technical factors	
Indexing and crawlability			
✗ Resources with 4xx status code	4	✓ Mobile friendly	Yes
✓ Resources with 5xx status code	0	✓ HTTPS pages with mixed content issues	0
ℹ Resources restricted from indexing	194	✓ Pages with multiple canonical URLs	0
✓ 404 page set up correctly	Yes	✓ Pages with Frames	0
✓ robots.txt file	Yes	ℹ Pages with W3C HTML errors and warnings	104
✓ .xml sitemap	Yes	ℹ Pages with W3C CSS errors and warnings	104
Redirects		⚠ Too big pages	1
✓ Fixed www and non-www versions	Yes	URLs	
✓ Issues with HTTP/HTTPS site versions	No	✓ Dynamic URLs	0
✓ Pages with 302 redirect	0	✓ Too long URLs	0
✓ Pages with 301 redirect	0	Links	
✓ Pages with long redirect chains	0	⚠ Broken links	2
✓ Pages with meta refresh	0	✓ Pages with excessive number of links	0
ℹ Pages with rel="canonical"	104	ℹ Dofollow external links	835
On-page		Images	
✓ Empty title tags	0	✗ Broken images	6
✓ Duplicate titles	0	ℹ Empty alt text	824
⚠ Too long titles	2		
⚠ Empty meta description	61		
✓ Duplicate meta descriptions	0		
✓ Too long meta description	0		

Image 3.37: Case Study 1 Website Audit

3.1.11.2 Keyword Research

Through keyword research it was decided to optimize the below keywords:

Ακουστικά Βαρηκοΐας

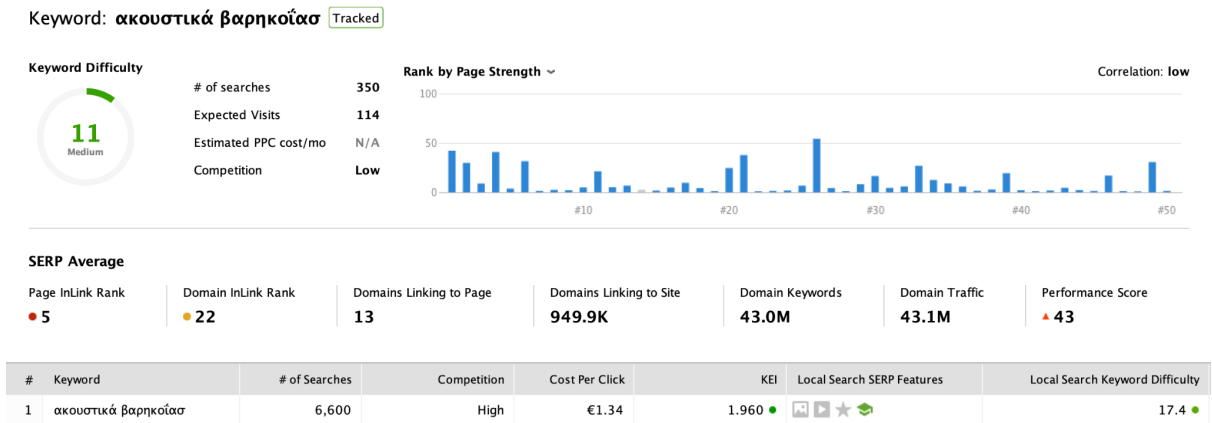


Image 3.38: Case Study 3 Keyword 1 Metric

καθάρισμα αυτιών

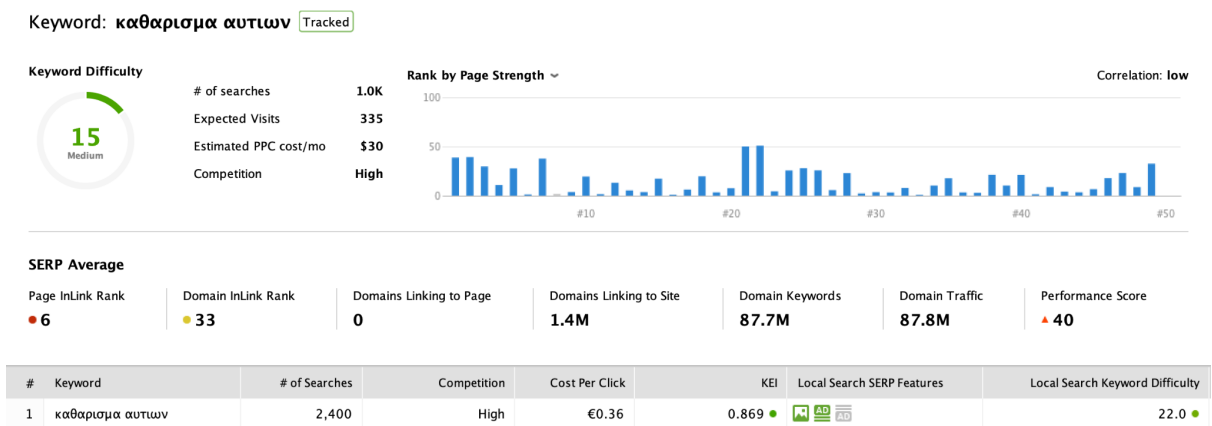
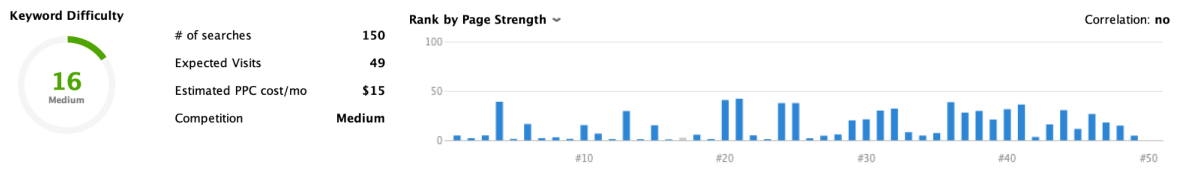


Image 3.39: Case Study 3 Keyword 2 Metric

Ακουστικά Βαρηκοΐας εοπτυ

Keyword: ακουστικά βαρηκοίας εσπυ Tracked



SERP Average

Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site	Domain Keywords	Domain Traffic	Performance Score
7	34	2	11.1K	7.1K	155.4K	51

#	Keyword	# of Searches	Competition	Cost Per Click	KEI	Local Search SERP Features	Local Search Keyword Difficulty
1	ακουστικά βαρηκοίας εσπυ	210	Medium	€1.18	0.173		8.3

Image 3.40: Case Study 3 Keyword 3 Metric

Βαρηκοία Θεραπεία

Keyword: βαρηκοία θεραπεία Tracked



SERP Average

Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site	Domain Keywords	Domain Traffic	Performance Score
5	25	0	3.5K	3.2K	120.0K	41

#	Keyword	# of Searches	Competition	Cost Per Click	KEI	Local Search SERP Features	Local Search Keyword Difficulty
1	βαρηκοία θεραπεία	50	Medium	€0.60	0.028		14.1

Image 3.41: Case Study 3 Keyword 4 Metric

Branded Keyword

Keyword: Tracked



SERP Average

Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site	Domain Keywords	Domain Traffic	Performance Score
12	55	0	1.2M	137.1M	137.6M	50

#	Keyword	# of Searches	Competition	Cost Per Click	KEI	Local Search SERP Features	Local Search Keyword Difficulty
1		110	Low	€0.88	0.817		34.1

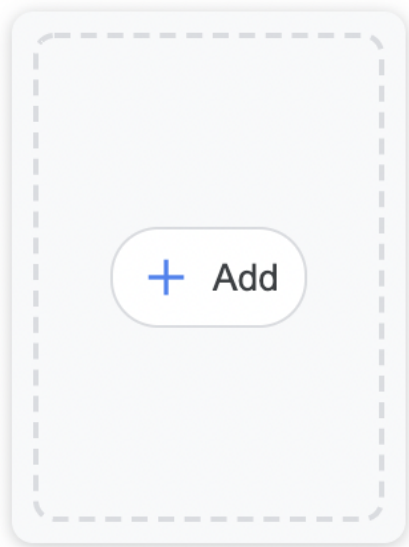
Image 3.42: Case Study 3 Keyword 5 Metric

Local SEO

In order to enhance Local SEO, a Google my business profile was made and optimized by providing much information. Backlinks from 5 local directories with DA above 20. These were created ensuring the name, address, phone and information consistency among all websites. Furthermore, special attention was given to get reviews and answers to users.

Products

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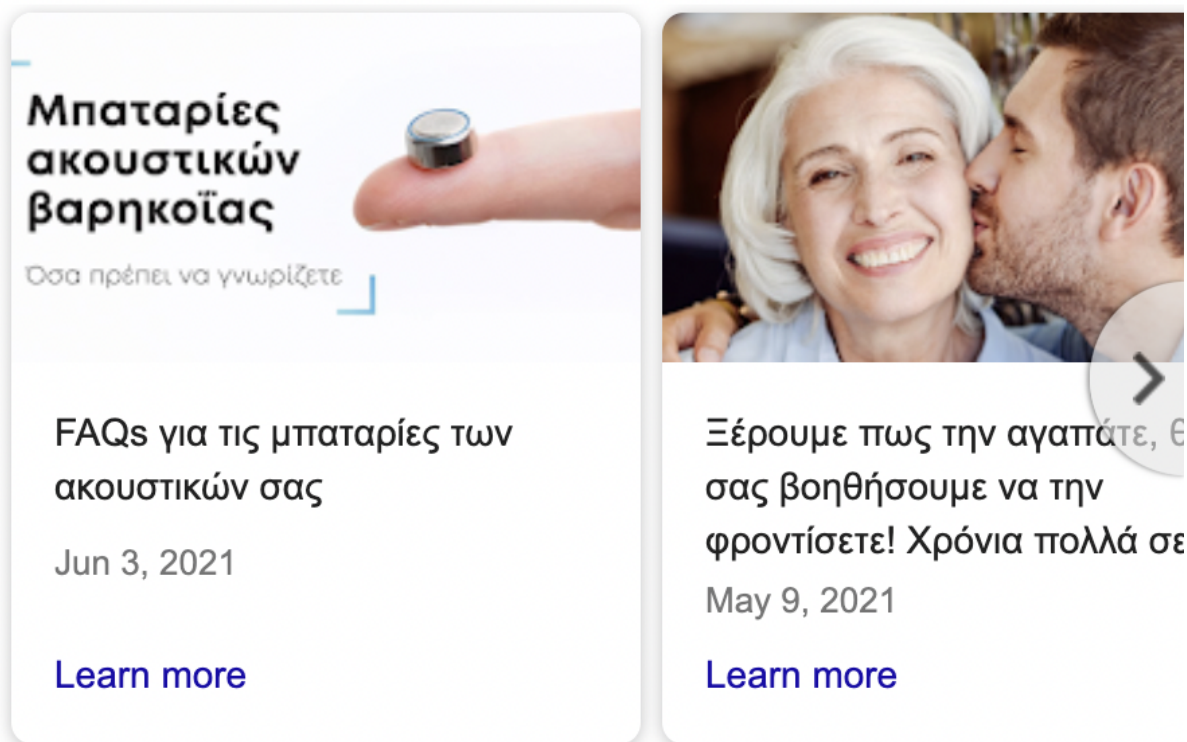
Explore categories

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[Ακουστικά Βαρηκοΐας BTE](#)

[Ενδωτιαία Ακουστικά Βαρ...](#)

[Ακουστικά Βαρηκοΐας RIC](#)



5.0 ★★★★★ 17 Google reviews

Hearing aid store in Corinth

Image 3.43: Case Study 3 Google My Business

3.1.11.3 More SEO

A page for each service offered was created in order to start ranking for relevant keywords. A Blog was also created and every three months a researched & seo optimized blog post was posted. Privacy Policy, Terms & Conditions & Cookie Policy were also added. At the same time the promoting budget was small so adjustments had to be made to stay in the desired budget. Also a Facebook & Instagram page was created and content was posted regularly.

3.1.11.4 Google Ads

An intensive keyword research was done in order to find all the possible keywords that would result in conversions. Maximize clicks strategy was used as the goal was to be displayed as many times as possible. Search Ads were created first to create brand awareness for relevant keywords as the budget was tiny. Dynamic ads were added in order

to fill in the keyword gaps. After some months Display ads were created to broad projection even further. The budget was about 150 euros a month. The ads targeted North East Peloponnese locations.

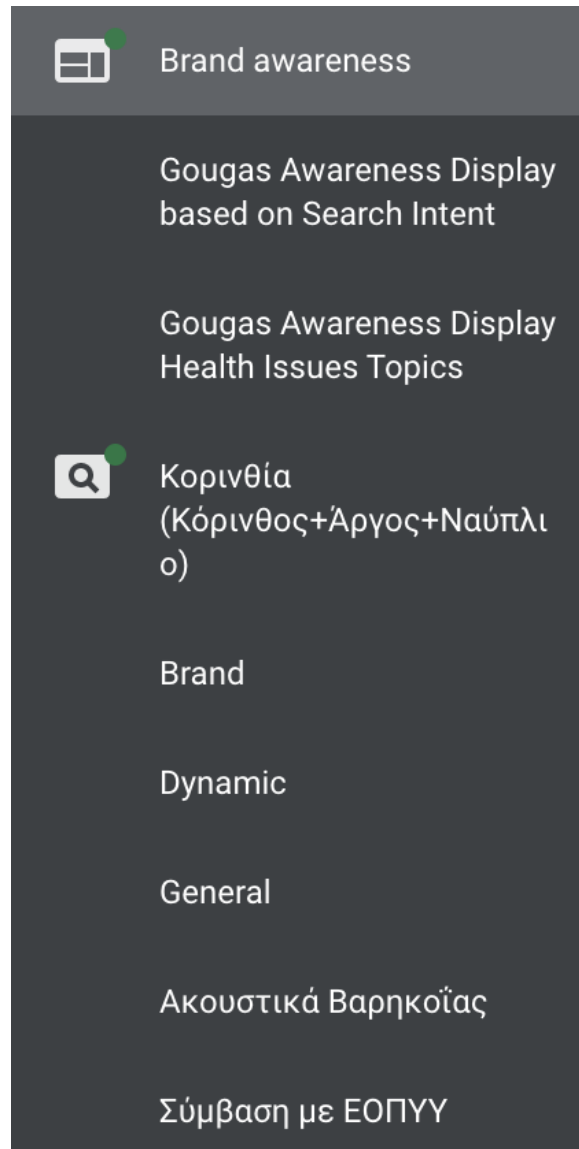
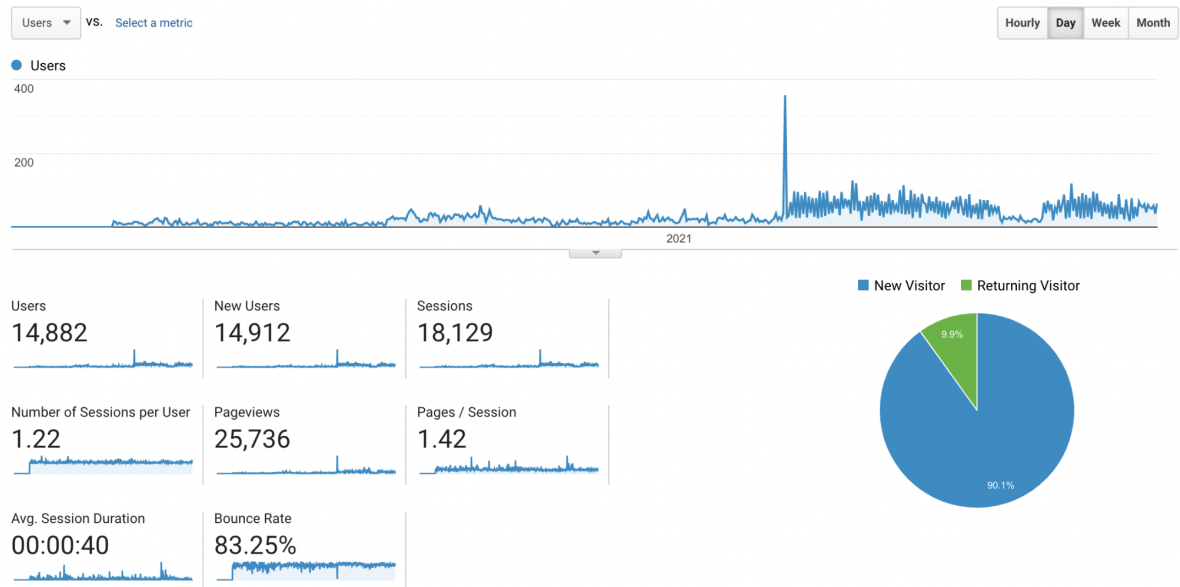


Image 3.44: Case Study 3 Google Ads

3.1.12 Results

3.1.12.1 Page Traffic



Top Channels

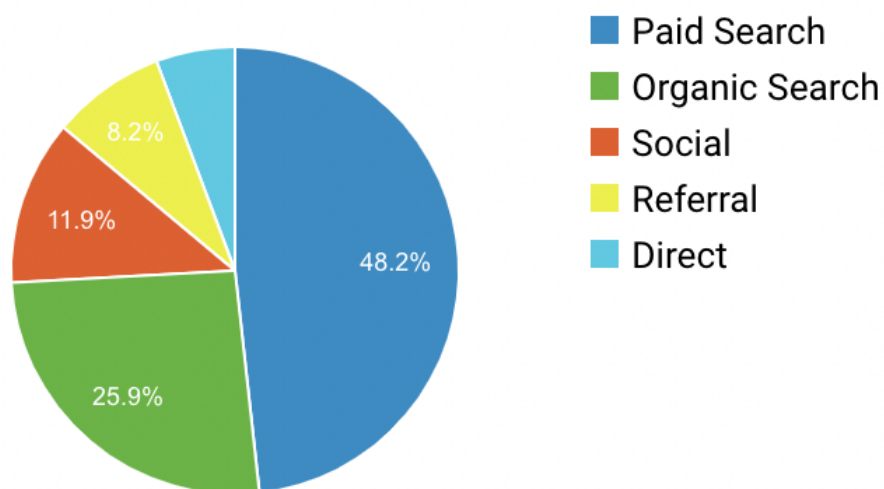


Image 3.45: Case Study 3 Page Traffic

3.1.12.2 Branded Traffic

Search Volume for the branded keyword started to exist. That means people started searching for the brand name on a regular basis.

Google Search Console

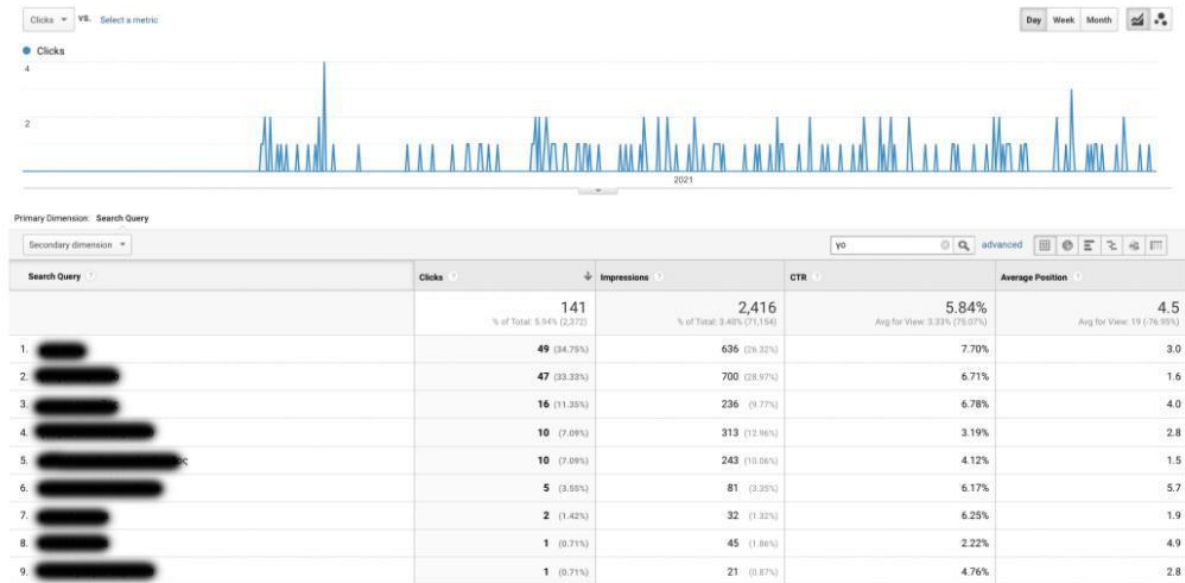


Image 3.46: Case Study 3 Google Search Console Branded Traffic

Google Ads

Keyword	Acquisition					Behavior		Conversions		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions	Goal Value
	717 % of Total: 5.84% (12,284)	€202.96 % of Total: 11.20% (€1,812.57)	€0.28 Avg for View: €0.15 (91.84%)	0 % of Total: 0.00% (14,882)	0 % of Total: 0.00% (18,129)	0.00% Avg for View: 83.25% (-100.00%)	0.00 Avg for View: 1.42 (-100.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	€0.00 % of Total: 0.00% (€0.00)
1. [redacted]	305 (42.54%)	€85.24 (42.00%)	€0.28	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
2. [redacted]	290 (40.45%)	€72.69 (35.81%)	€0.25	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
3. [redacted]	65 (9.07%)	€25.06 (12.35%)	€0.39	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
4. [redacted]	27 (3.77%)	€9.55 (4.71%)	€0.35	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
5. [redacted]	17 (2.37%)	€6.07 (2.99%)	€0.36	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
6. [redacted]	5 (0.70%)	€2.04 (1.01%)	€0.41	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
7. [redacted]	5 (0.70%)	€1.07 (0.53%)	€0.21	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)
8. [redacted]	3 (0.42%)	€1.24 (0.61%)	€0.41	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	€0.00 (0.00%)

Image 3.47: Case Study 3 Google Ads Branded Traffic

Google Ads Keyword Planner - Forecast

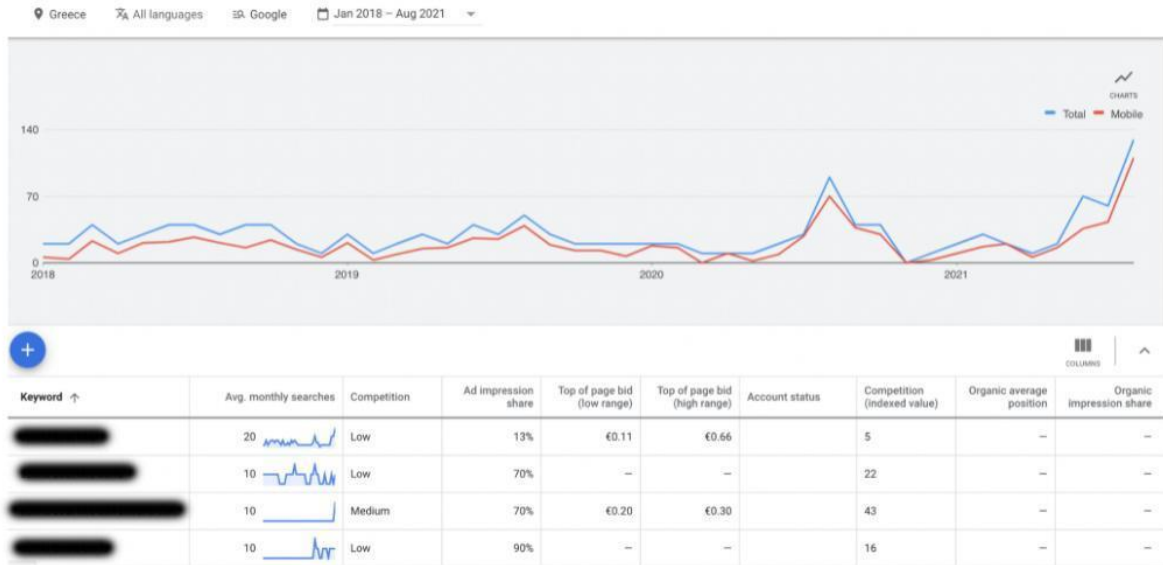


Image 3.48: Case Study 3 Google Ads Keyword Planner Branded Traffic

3.1.12.3 Domain & Page Metrics

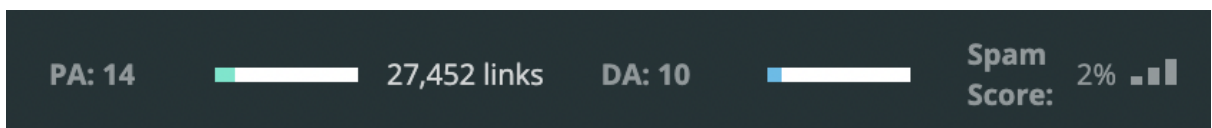


Image 3.49: Case Study 3 MOZ Domain Metrics

3.1.12.4 SERP Rank

The company was observed for 55 keywords.

Keyword Rankings: Summary				
Search engine	Top 1	In top 10	In top 50	Not in top 50
Google.gr	4	13	31	24
Local Search	4	14	34	21
Google.gr (Maps)	7	7	12	43
Local Maps Search	26	28	29	26
Google.gr (Mobile)	2	14	33	22
Local Mobile Search	3	16	33	22

Image 3.50: Case Study 3 Keyword Rankings

3.1.12.5 Search Visibility

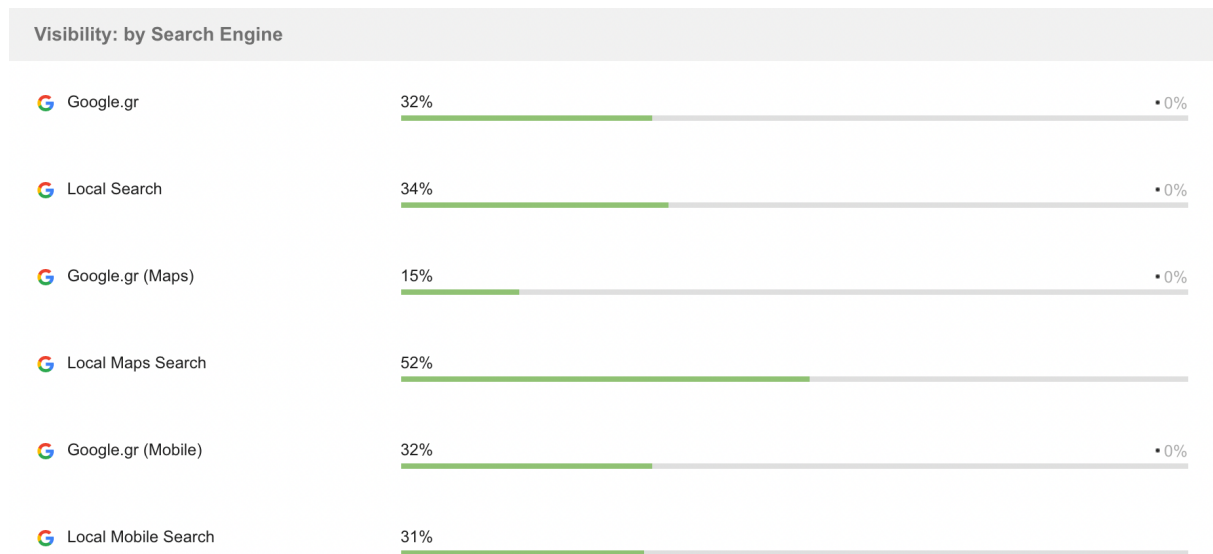


Image 3.51: Case Study 3 Search Visibility

3.1.12.6 Revenue

It was not possible to count the revenue in the specific case for various reasons

3.1.12.7 ROI

It was not possible to count the ROI in the specific case for various reasons

3.1.13 Case 4 - Car Rental

3.1.14 Description

The fourth case concerns a car rental business which is located close to the Airport of Corfu. Created in 2021, this new business offers cars for rent all over the island. Prices differed from 15€ up to 75€ on the less expensive and 40€ up to 120€ on the most expensive types of cars. The above, depends on the type of season. 13 different types of cars for rental purposes were offered along with a total rental fleet of 40 cars with 40 more added in the middle of the rental season. The delivery areas were not restricted so that customers could rent a car from anywhere on the island. There was an extra fee for the delivery which is calculated based on the distance from Corfu town.

Case	4
Unique Selling Point	Cheap Prices
Fleet	60
Prices	€
Rental Locations	Whole Island
Low Season Pricing	15 € - 75 €
High Season Pricing	40 € - 120 €
Budget for Promotion	€€€

Table 3.4: Case Study 4 Overview

3.1.15 Approach methods

3.1.15.1 On Site, Off Site & Technical Optimization

A basic SEO package given to the customer, includes on page, off page and technical optimization. For on site optimization all the techniques in the theoretical part mentioned were needed. while for off site only directory backlink building technique. A Facebook & Instagram page was created and content was posted on a regular basis. A website audit was necessary for technical SEO and any errors were fixed.

Site Audit: Summary		
Indexing and crawlability		
✗ Resources with 4xx status code	1	
✓ Resources with 5xx status code	0	
ℹ Resources restricted from indexing	119	
✓ 404 page set up correctly	Yes	
✓ robots.txt file	Yes	
✓ .xml sitemap	Yes	
Redirects		
✓ Fixed www and non-www versions	Yes	
✓ Issues with HTTP/HTTPS site versions	No	
✗ Pages with 302 redirect	1	
ℹ Pages with 301 redirect	1	
✓ Pages with long redirect chains	0	
✓ Pages with meta refresh	0	
ℹ Pages with rel="canonical"	19	
Encoding and technical factors		
✓ Mobile friendly	Yes	
✗ HTTPS pages with mixed content issues	3	
✓ Pages with multiple canonical URLs	0	
✓ Pages with Frames	0	
ℹ Pages with W3C HTML errors and warnings	24	
ℹ Pages with W3C CSS errors and warnings	22	
⚠ Too big pages	1	
URLs		
⚠ Dynamic URLs	2	
✓ Too long URLs	0	
Links		
✓ Broken links	0	
✓ Pages with excessive number of links	0	
ℹ Dofollow external links	148	
Images		
✓ Broken images	0	
ℹ Empty alt text	47	
On-page		
✓ Empty title tags	0	
✓ Duplicate titles	0	
✓ Too long titles	0	
⚠ Empty meta description	5	
✓ Duplicate meta descriptions	0	
✓ Too long meta description	0	

Image 3.52: Case Study 4 Website Audit

3.1.15.2 Keyword Research

Through keyword research it was decided to optimize the below keywords:

Car Rental in Corfu

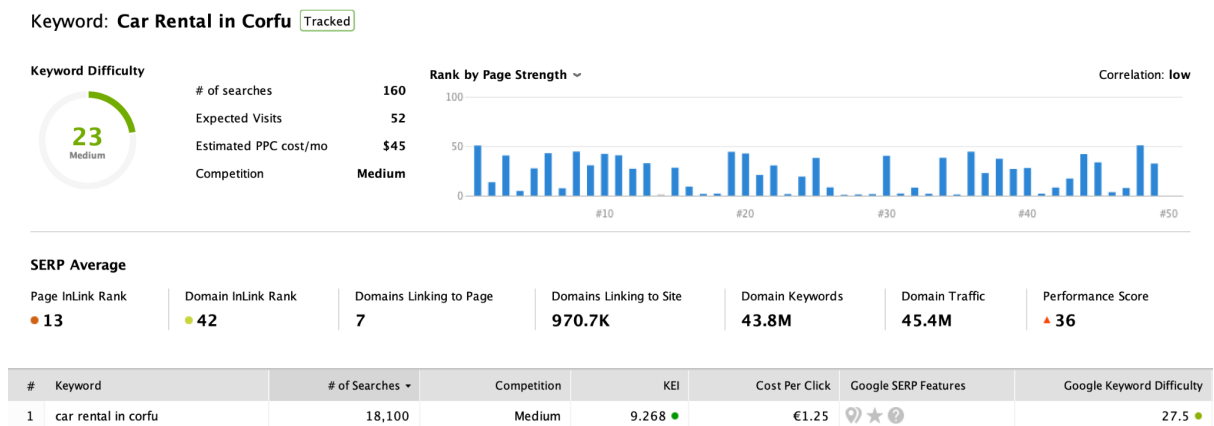


Image 3.53: Case Study 4 Keyword 1 Metrics

Car Rental in Corfu Airport

Keyword: **Car Rental in Corfu Airport** Tracked

Keyword Difficulty



of searches: 10
Expected Visits: 3
Estimated PPC cost/mo: \$6
Competition: Medium

Domain InLink Rank shows the best correlation (**moderate**) with the distribution of SERP rankings, compared to other factors

Rank by Page Strength



SERP Average

Page InLink Rank: 13
Domain InLink Rank: 45
Domains Linking to Page: 9
Domains Linking to Site: 970.6K
Domain Keywords: 43.8M
Domain Traffic: 45.4M
Performance Score: 39

#	Keyword	# of Searches	Competition	KEI	Cost Per Click	Google SERP Features	Google Keyword Difficulty
1	car rental in corfu airport	1,600	Medium	1.131	€1.81	🔍 ⭐	32.7

Image 3.54: Case Study 4 Keyword 2 Metrics

Corfu Airport Car Rental

Keyword: **corfu airport car rental** Tracked

Keyword Difficulty



of searches: 40
Expected Visits: 13
Estimated PPC cost/mo: \$17
Competition: Medium

Domain InLink Rank shows the best correlation (**moderate**) with the distribution of SERP rankings, compared to other factors

Rank by Page Strength



SERP Average

Page InLink Rank: 14
Domain InLink Rank: 50
Domains Linking to Page: 5
Domains Linking to Site: 983.8K
Domain Keywords: 87.7M
Domain Traffic: 89.2M
Performance Score: 39

#	Keyword	# of Searches	Competition	KEI	Cost Per Click	Google SERP Features	Google Keyword Difficulty
1	corfu airport car rental	3,600	Medium	1.843	€2.37	🔍 ⭐	34.8

Image 3.55: Case Study 4 Keyword 3 Metrics

Corfu Port Car Rental

Keyword: **Corfu Port Car Rental** Tracked

Keyword Difficulty



of searches: 10
Expected Visits: 3
Estimated PPC cost/mo: \$2
Competition: Low

Rank by Page Strength



SERP Average

Page InLink Rank: 12
Domain InLink Rank: 40
Domains Linking to Page: 7
Domains Linking to Site: 978.4K
Domain Keywords: 87.7M
Domain Traffic: 89.3M
Performance Score: 33

#	Keyword	# of Searches	Competition	KEI	Cost Per Click	Google SERP Features	Google Keyword Difficulty
1	corfu port car rental	70	Medium	0.036	€1.18	📍★	28.4

Image 3.56: Case Study 4 Keyword 4 Metrics

Branded Keyword

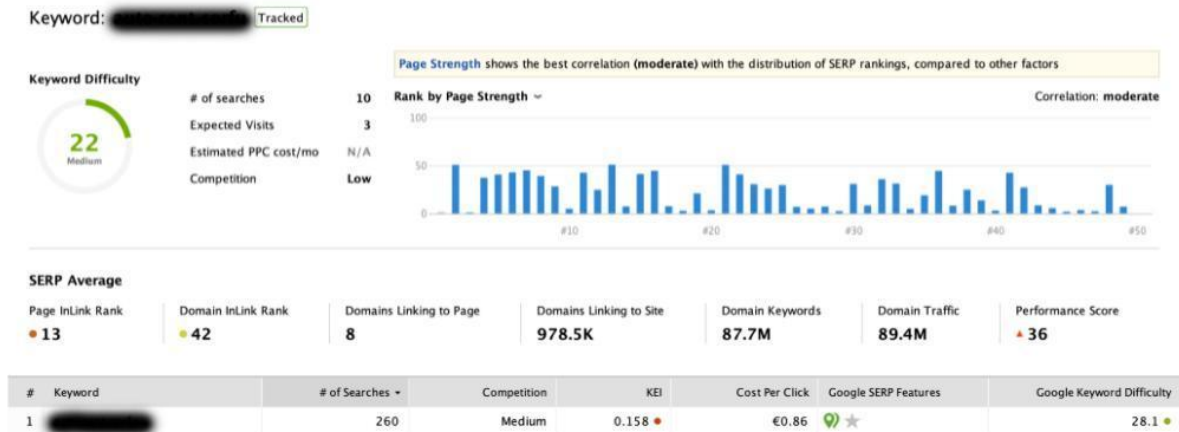


Image 3.57: Case Study 4 Keyword 5 Metrics

Local SEO

To strengthen Local SEO a Google my business was created and optimized by giving a variety of information. Backlinks from 10 local directories with DA above 20 were made ensuring the name, address, phone and information consistency between all websites.

Products

View all



FIAT PUNDO

€11.40



FORD FIESTA

€16.15



RENAULT CAPT...

€25.65

Explore categories

CATEGORY C

CATEGORY CD (DIESEL)

CATEGORY SUV (4X4)

CATEGORY R

4.7 ★★★★★ 159 Google reviews

Car rental agency in Corfu

Image 3.58: Case Study 4 Google My Business



★★★★★ 5 weeks ago

I made a last minute reservation in high season and luckily AutoRent had a compact car available: Citroen C3. Comfortable to move around the island (not too small and not too big to drive through narrow village roads) and efficient in terms of fuel costs (diesel). Great customer service and contact via email and WhatsApp. Cars are good value for money including full insurance with zero excess. No deposit needed. No hidden charges. Cash payments are preferred (usual for Greek rentals) however they do accept credit cards. Their office is close to the airport - airport pickups and drop offs can be arranged at no extra cost. I waited less than 5 minutes for the car after exiting the terminal building. Can't complain at all. After a few days the car developed a slight issue with the transmission but AutoRent team were quick to assist and I got a replacement car on the same day. Great service. I will book again with them next time in Corfu!



(owner)

3 weeks ago

We try our best when it comes to car rental services on Corfu Island offering the lowest possible rates and at the same time the best possible services!
We are glad that you took the time to reward us with such good words!

Bardzo dziękuję, do zobaczenia w przyszłym roku,

Edit

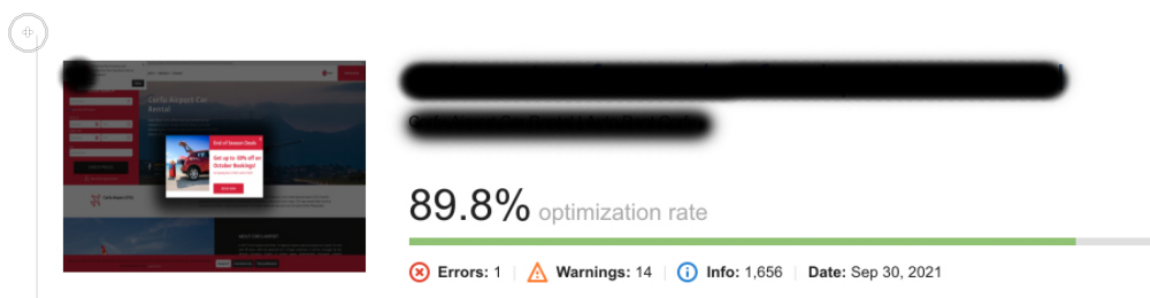
Delete



Image 3.59: Case Study 4 Google My Business Reviews

3.1.15.3 Landing Page

There is also the creation of a Landing page. The keywords “corfu airport car rental” and “corfu port car rental” were targeted in order to gain higher rankings for the keyword which resulted in more traffic to the page. Apart from that, the landing page also played an important role so that Google Ads gain more relevancy when it comes to keywords that target Corfu Airport and Corfu Port. A lot of Conversion Rate Optimization techniques and a Clear Call to Action button were used to enhance even further the outcome.



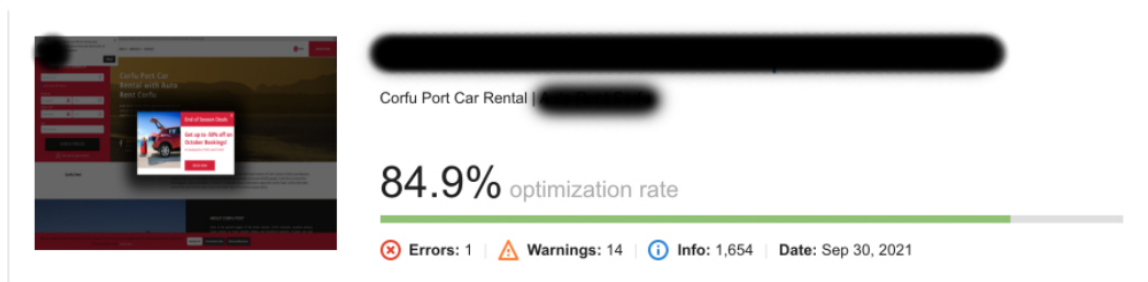
Content Optimization: Summary

Title		Body	
Keywords in title	1	Keywords in body	7
Title length	42 chars	Word count in body	2,086
Multiple <title> tags	No	Keywords in H1	1
Meta tags		Keywords in H2-H6	2
Keywords in meta description tag	1	Keywords in bold	0
Meta description length	138 chars	Keywords in italic	0
Multiple meta description tags	No	Keywords in link anchors	0
Keywords in meta keywords tag	0	Images	
		Keywords in alt texts	0
		Empty alt texts	13
		Markup	
		Open Graph markup	Yes
		Structured data markup	Yes

Technical audit: Summary

Page availability		Mobile Friendliness and Page Speed		
✔	Page status code	200	✔ Mobile friendly	Yes
✔	Broken resources	0	✘ Mobile: Page speed	21
✔	Page is restricted from indexing	No	⚠ Desktop: Page speed	75
ℹ	Resources restricted from indexing	12	URL	
✔	Page uses meta refresh	No	✔ Dynamic URL	No
ℹ	Page uses rel="canonical"	Yes	✔ URL length	51 chars
Encoding and technical factors		Links		
✔	Mixed HTTP/HTTPS content issues	0	✔ Broken links	0
✔	Multiple canonical URLs	No	✔ Number of links on the page	80
✔	Localization	en	ℹ Dofollow ext. links on the page	11
✔	Conflicting character encoding	No		
✔	Page uses frames	No		
ℹ	W3C HTML errors & warnings	43		
ℹ	W3C CSS errors & warnings	1,585		

Image 3.60: Case Study 4 Landing Page Keyword 1



Content Optimization: Summary

Title		Body	
✓	Keywords in title	1	✓
✓	Title length	39 chars	✓
✓	Multiple <title> tags	No	✓
Meta tags			
✓	Keywords in meta description tag	1	✓
✓	Meta description length	135 chars	✓
✓	Multiple meta description tags	No	✓
✓	Keywords in meta keywords tag	0	✓
			Keywords in H1
			Keywords in H2-H6
			Keywords in bold
			Keywords in italic
			Keywords in link anchors
			Images
			Keywords in alt texts
			Empty alt texts
			Markup
			Open Graph markup
			Structured data markup

Technical audit: Summary

Page availability		Mobile Friendliness and Page Speed	
✓	Page status code	200	✓
✓	Broken resources	0	✖
✓	Page is restricted from indexing	No	⚠
ⓘ	Resources restricted from indexing	12	
✓	Page uses meta refresh	No	✓
ⓘ	Page uses rel="canonical"	Yes	✓
Encoding and technical factors			
✓	Mixed HTTP/HTTPS content issues	0	✓
✓	Multiple canonical URLs	No	✓
✓	Localization	en	ⓘ
✓	Conflicting character encoding	No	
✓	Page uses frames	No	
ⓘ	W3C HTML errors & warnings	42	
ⓘ	W3C CSS errors & warnings	1,585	
			URL
			Dynamic URL
			URL length
			Links
			Broken links
			Number of links on the page
			Dofollow ext. links on the page

Image 3.61: Case Study 4 Landing Page Keyword 2

3.1.15.4 Google Ads

All the possible keywords resulting in conversations were finalized by intensive keyword research. Maximize Conversation with Target CPA strategy was utilized so it could be displayed as much as possible. In order to get a lot of data, not only Search and Display ads were created but also a conversion tag with conversion value was installed. When it comes to Location, almost all Europe was targeted. In order to maximize the results, the SKAG approach was followed. About 1000 euros per month was spent on Google Ads.

Enabled	
 Corfu	 Corfu Airport
Best	Car Hire
Car Hire	Car Rental
Car Rental	Cheap Car Hire
Cheap Car Hire	Cheap Car Rental
Cheap Car Rental	Rent a Car
Cheap Rent a Car	 Corfu Airport Car Rental
Local	 Corfu Port
No Credit Card	Car Hire
No Deposit	Car Rental
No Excess	Rent a car
Rent a Car	 Dynamic
	Corfu General

 France Only Location Voiture Corfou Aéroport Location Voiture Corfu  German Only Mietwagen Flughafen Korfu Mietwagen Korfu  Last Minute Offer  Poland Only Korfu Lotnisko Wypożyczalnia Samochodów Wypożyczalnia Samochodów Korfu  Remarketing Corfu Airport Corfu Port Remarketing	
	 SKAG Car Hire Corfu Corfu Airport Car Hire Corfu Airport Car Rental Corfu Car Rental Rent a Car Corfu Rent a Car Corfu Airport  Smart Display Corfu Corfu Airport Corfu Port Other Banners

Image 3.62: Case Study 4 Google Ads

3.1.15.5 Prices Regulation

To stay competitive in the industry prices were changed regularly with different offers depending on the rental season. On weekly rentals even better prices were offered as the owner wanted to focus more on rentals for at least a week. Different banners, pop ups, ads texts and ads extensions were used to promote discounts and always keep the audience up to date with the latest offers.



- End of Season · 35% off Corfu Car Rental
Valid 20 Sep - 31 Oct
- 35% off on Weekly Bookings
Valid 10 Sep - 31 Oct

Image 3.63: Case Study 4 prices Regulation

3.1.16 Results

3.1.16.1 Page Traffic



Top Channels

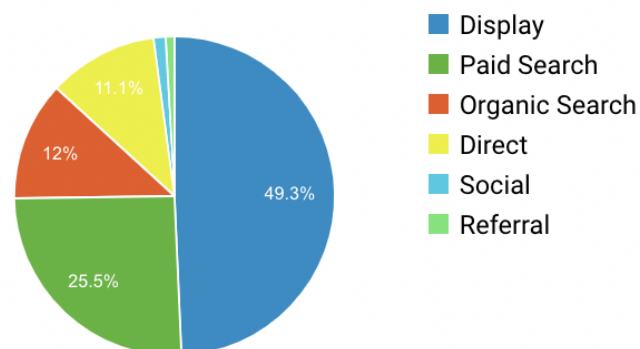


Image 3.63: Case Study 4 Page Traffic

3.1.16.2 Branded Traffic

Search Volume for the branded keyword started to exist. That means people started searching for the brand name on a regular basis.

Google Search Console

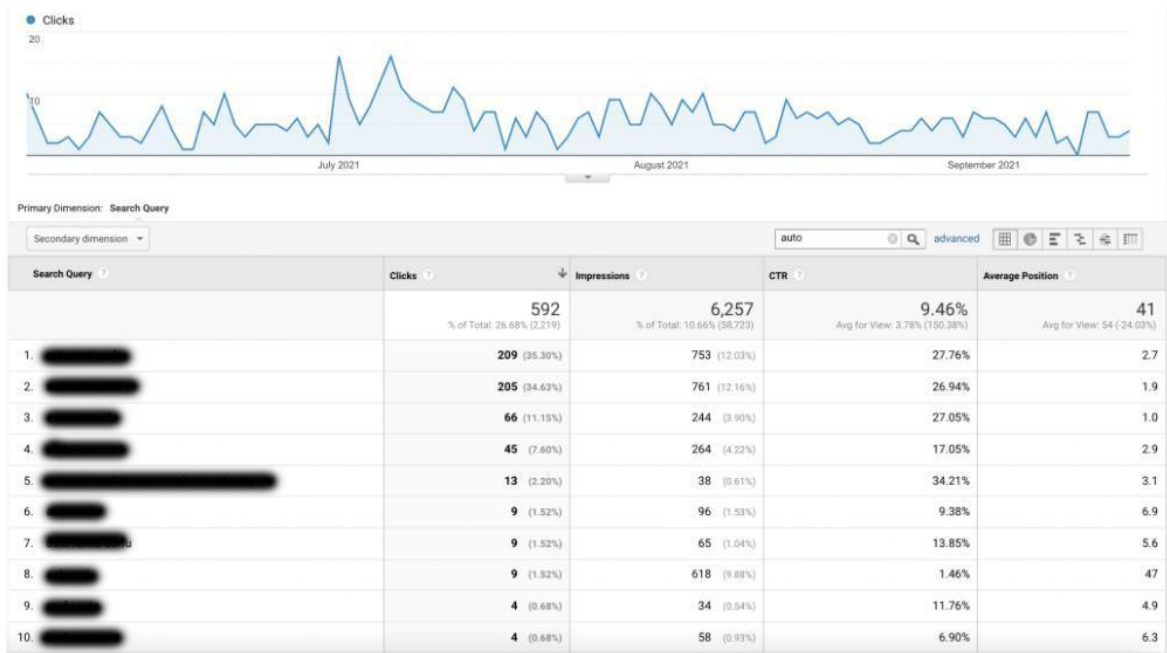


Image 3.64: Case Study 4 Google Search Console Branded Traffic

Google Ads Keyword Planner - Forecast

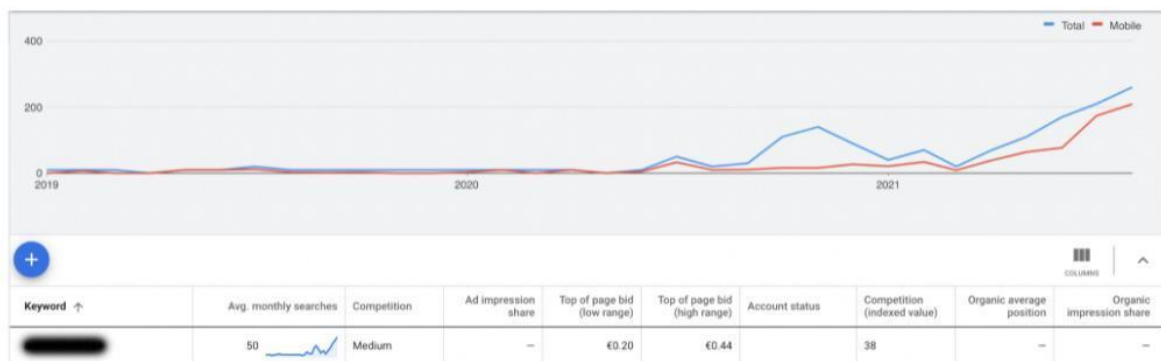


Image 3.65: Case Study 4 Google Ads Keyword Planner Branded Traffic

3.1.16.3 Domain & Page Metrics

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
10	13	6	--

Page/URL	PA
 	18
 	13
 	13
 	13
 	13
 	12
 	12

Image 3.66: Case Study 4 MOZ Domain Metrics

3.1.16.4 SERP Rank

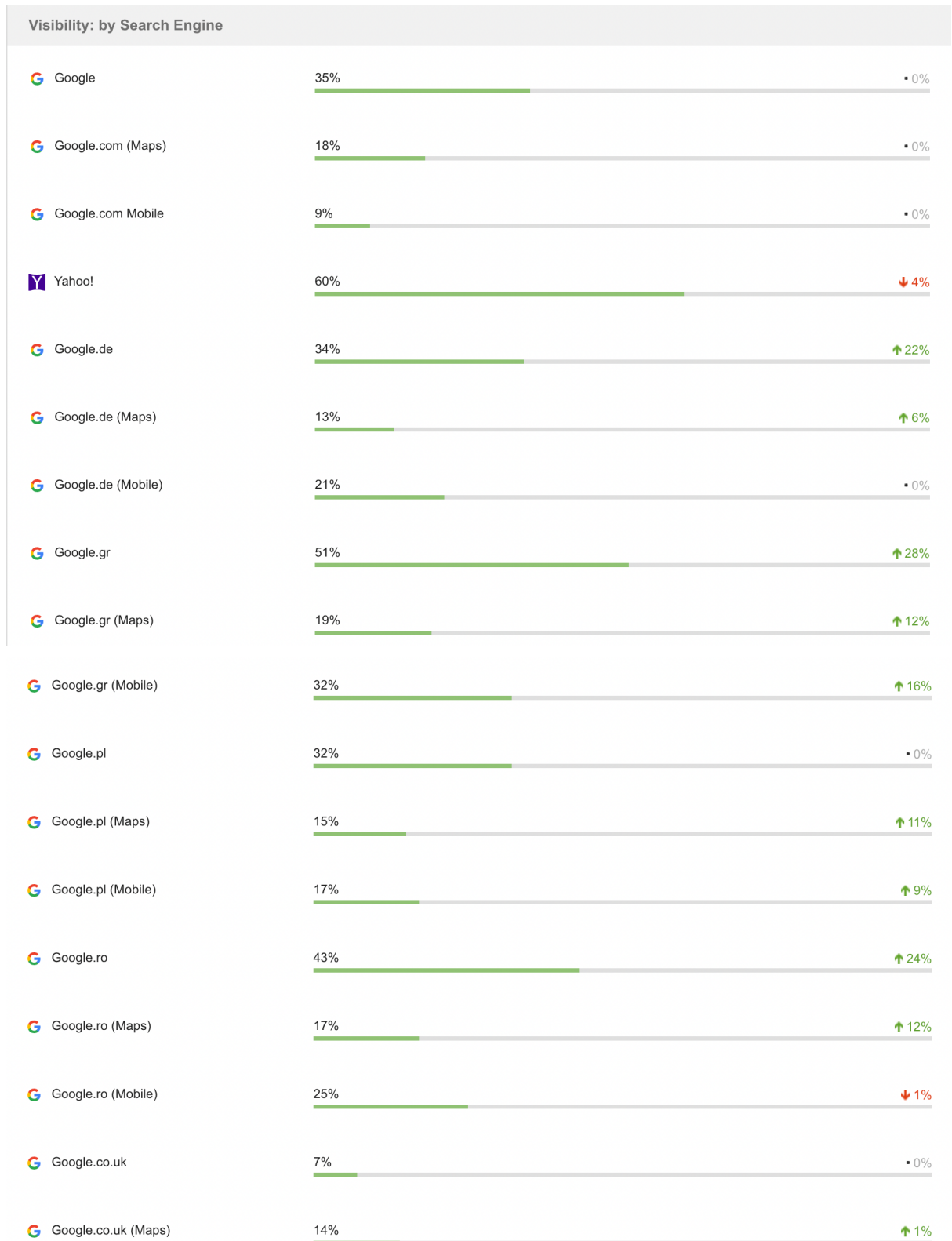
The company was observed for 21 keywords. As the website was created in 2020 the website wasn't ranking for any keyword.

Keyword Rankings: Summary

Search engine	Top 1	In top 10	In top 50	Not in top 50
 Google	1	1	50	1
 Google.com (Maps)	0	3	37	14
 Google.com Mobile	1	1	35	16
 Yahoo!	1 -7	31 -4	33 -2	18
 Google.de	1	8 +4	47 +30	4
 Google.de (Maps)	1	4 +1	24 +12	27
 Google.de (Mobile)	1	2 +1	32	19
 Google.gr	1	13 +2	49 +29	2
 Google.gr (Maps)	1	4 +2	38 +21	13
 Google.gr (Mobile)	1	4	45 +27	6
 Google.pl	1	9	42	9
 Google.pl (Maps)	1	3 +2	32 +20	19
 Google.pl (Mobile)	1	4 +2	31 +19	20
 Google.ro	1	11 +5	47 +29	4
 Google.ro (Maps)	1	4 +2	37 +22	14
 Google.ro (Mobile)	1	4	39 -1	12
 Google.co.uk	1	1	43	8
 Google.co.uk (Maps)	1	2	38	13
 Google.co.uk (Mobile)	1	1	13 +1	38
 Bing UK	1	28 -9	28 -13	23

Image 3.67: Case Study 4 Keyword Rankings

3.1.16.5 Search Visibility



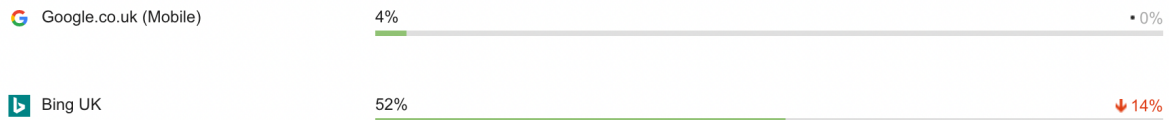


Image 3.68: Case Study 4 Search Visibility

3.1.16.6 Revenue

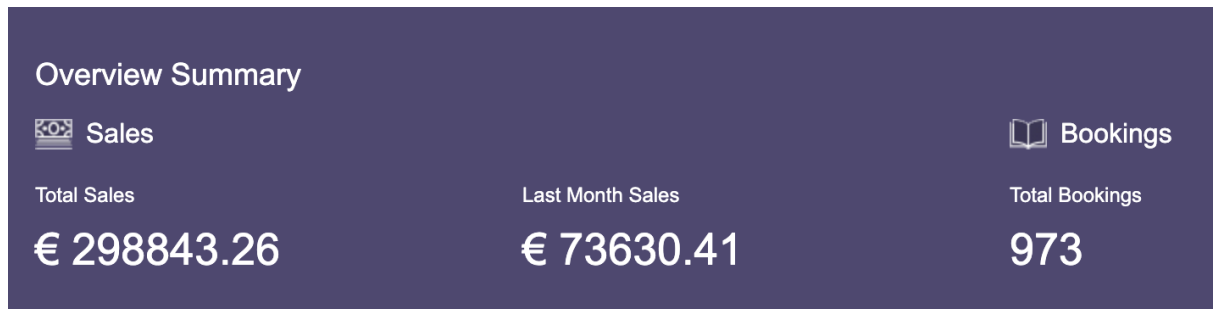


Image 3.69: Case Study 4 Revenue

3.1.16.7 ROI

Return on Investment (ROI) Calculator

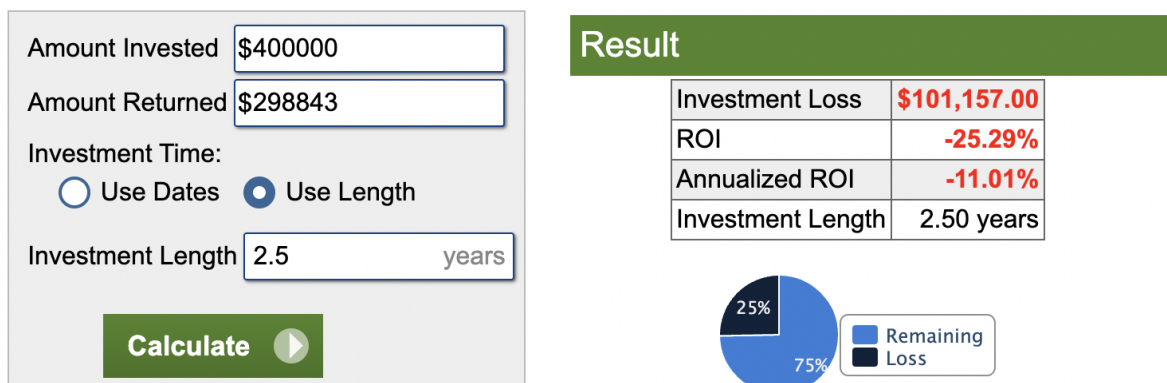


Image 3.70: Case Study 4 ROI

CHAPTER 4: Discussion

4.1 Study Limitations

As most researches, the specific study has its limitations. In this chapter we are going to clarify the study's limitations to understand its background and interpret its results correctly. First of all the timing of the study has to be taken under consideration. The cases analyzed are all local businesses and three of them are established in the turistry industry. As the world is in COVID-19 pandemic crisis people may not want to go on vacation and especially they may avoid interacting with other people. Secondly the financial resources of each business that is studied. Higher budget obviously can provide the opportunity for more optimizations and maneuvers. The financial resources may also have been affected by the global crisis. The third limitation that probably affected the results is the fact that no link building strategies were used. The backlinks were created in a natural way by creating high quality content. As Google's main algorithm - Page Rank is highly affected by links pointing to websites this limitation can also be considered of high influence. The last limitation is the fact that for various reasons some data was lost and although an assumption can be made there is not 100% accuracy when it comes to data analysis.

4.2 Conclusion

The world wide web gives everyone the possibility to access a variety of information. The need of organizing this information led to the creation of search engines. Search engines are vital for the exploration of a web's content. This is the reason why relevant results were provided, as well as useful information and rewarded high quality content. Google's search engine, concluded in doing so based on a structured method so as a result, it holds the first place with a significant difference from its competitors.

Google offers two main types of results: organic and paid ones. Paid results can be accessed by paying Google Ads services. Organic results on the other hand are gained through specific optimizations. The higher the ranking of a page the better chance it has to get more traffic. Of course to achieve this webmasters must apply all the necessary Search Engine Optimization techniques. These techniques can be categorized in three types: On Page, Off Page and Technical. The Difficulty of gaining high places in search engine results pages depends on various factors like the competition for specific content topics.

It is quite difficult to apply all the optimization techniques correctly and requires a good knowledge of the SEO Techniques. In addition Google frequently updates its algorithms without making them visible to users making it even more difficult. Seo experts have to follow Google's guidelines and make their own guesses and experiments. It is recommended to follow white hat seo techniques and to avoid malicious optimization techniques as that kind of behavior can be penalized resulting in a fall in SERPs or even a permanent deletion.

4.3 Future of SEO

Website optimization for search engines is a moving goal that administrators aspire to achieve. Even though SEO is only a couple of decades old it is in fact really important to modern business and marketing. During This period a lot has changed and matured. Something that used to work in the past does not work in the present. More specifically, in

2021 SEO techniques are not considered the best practices. There have been a lot of changes in the subject in a short period of time. In search engines, algorithms are constantly updating. They also try to develop new strategies by altering their approach to websites. Moreover, it is true that the complexity of a search will continue increasing since all search engines try to locate and index all its information on the internet. Finally, it could be said that it is practically impossible to predict the future of SEO. It is worth mentioning that Microsoft based on a LinkedIn poll defined SEO as a number one hard skill trend in the marketing industry for the 2020s.

ABBREVIATIONS

SEO - Search Engine Optimization
WWW - World Wide Web
SEM - Search Engine Marketing
PPC - Pay Per Click
KPI - Key Performance Indicators
ROI - Return on Investment
BH - Black Hat
BR - Bounce Rate
CR - Conversion Rate
CTA - Call to Action
CTR - Click Through Rate
DNS - Domain Name System
DS - Directory Submission
GA - Google Analytics
GH - Grey Hat
GSC - Google Search Console
GTM - Google Tag Manager
H1-6 - Level 1-6 Heading
Href - Hypertext Reference
HTML - HyperText Markup Language
HTTP - Hypertext Transfer Protocol
HTTPS - Hypertext Transfer Protocol Secure
IP - Internet Protocol (Address)
LB - Link Building
LSEO - Local SEO
LSI - Latent Semantic Indexing
LTKW - Long Tail Keyword
NAP - Name Address Phone Number
NSEO - Negative SEO
PR - Page Rank
PV - Pageviews
SEOS - Search Engine Optimization Performance
SER - Search Engine Ranking

SERP - Search Engine Results Page
SMM - Social Media Marketing
SSL - Secure Sockets Layer
TF-IDF - Term Frequency-Inverse Document Frequency
TR - Trust Rank
UR - Url Ranking
UX - User Experience
W3C - World Wide Web Consortium
WH - White Hat
XML - Extensible Markup Language

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