

Digital Marketing Strategy

MKT711

Dr. Perihan Salah

6th Lecture



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Introduction to Search Engine Optimization (SEO)

Building a Digital Strategy!

Main topics of the lecture:

1. Digital Terminologies & Metrics
2. How Search Engine Works (Crawling, Indexing and Ranking)
3. Website Authority and Links
4. Top Search Engine Ranking Factors
5. A quick guide to Rank Higher On Google



Term	Meaning
CPM	Cost per thousand impression (actually 1000 impressions, cost per mile)
Impression	Number of times your content appeared in somebody's newsfeed, search, blog, or video
Reach	Number of people who have seen your content
View	Number of people who viewed your visual content (photo or video)
Clicks	Number of clicks occurred on certain content, link, or button
Organic	Organic is a term used to describe the non-paid actions or content > Ex: Organic reach is the number of people who have seen your post through unpaid distribution
Paid	Paid is a term used to describe the paid actions or content > Ex: Paid reach is the number of people who have seen your post through paid distribution
Customer acquisition	The action of acquiring customer through digital media
Bounce Rate	the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site



Term	Meaning
CTR: Click Through Rate	Clicks/Reach - Clicks/Impressions
CPC	Cost Per Click
CPE	Cost per Engagement
CPA or CAC	Cost Per Acquisition/Customer Acquisition Cost (ex. Lead)
Call To Action (CTA)	a statement designed to get an immediate response from the person reading or hearing it
Session	Website visit
Page View	Number of pages viewed





Terms update coming in January We're updating the Self-Serve Ad Terms on 3 January 2023

Read the terms

< 1/3 >

Search and filter

Maximum: 2 Feb 2021-12 Nov 2022

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

A/B test

Rules

View Setup

Columns: Performance

Breakdown

Reports

	Off/On	Campaign	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
				Lifetime		Post engagements			Per Post Engagem...
		Mohsen Generic Campaign	Cost per result goal	500.00.م.ع Daily	7-day clic...	85 On-Facebook leads	281,599	399,036	308.97.م.ع Per on-Facebook L...
		BE - Lead Gen- 24-10-2022	Using ad set bid strategy	Using ad set bu...	7-day clic...	375 On-Facebook leads	447,615	790,986	194.02.م.ع Per on-Facebook L...
		Mohsen Custom Audience	Highest volume	500.00.م.ع Daily	Multiple a...	— On-Facebook lead	465,660	1,180,886	Per on-Facebook lea
		Mountain View- Lead Generation	Highest volume	200.00.م.ع Daily	7-day click	3 On-Facebook leads	25,480	34,500	959.99.م.ع Per on-Facebook L...
		Cali Coast - Lead Generation - June	Using ad set bid strategy	Using ad set bu...	7-day click	3 On-Facebook leads	7,638	10,524	450.85.م.ع Per on-Facebook L...
		Eco West - Engagement - 7 March	Using ad set bid strategy	Using ad set bu...	7-day clic...	1,400 Post engagements	11,053	16,989	0.72.م.ع Per Post Engagem...
		Amar Developments - Viola Mall - Engagement	Using ad set bid strategy	Using ad set bu...	7-day clic...	1,543 Post engagements	16,059	21,164	0.49.م.ع Per Post Engagem...
		Amar Developments - Viola Mall - brand awar...	Using ad set bid strategy	Using ad set bu...	7-day clic...	23,800 Estimated ad recal...	357,309	528,221	0.06.م.ع Per estimated ad r...
		Amar Developments - Viola Mall - traffic	Using ad set bid strategy	Using ad set bu...	7-day clic...	1,880	84,751	144,526	0.72.م.ع
Results from 22 campaigns					Multiple att...	—	1,793,519 People	3,795,610 Total	—



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Columns: Performance

Breakdown

Reports

Cost per result	Amount spent
212.55.م.ع Per on-Facebook L...	850.18.م.ع
— Per on-Facebook L...	1,348.85.م.ع
— Per on-Facebook L...	—
131.61.م.ع Per on-Facebook L...	3,685.12.م.ع
0.21.م.ع Per Post Engagem...	598.85.م.ع
308.97.م.ع Per on-Facebook L...	26,262.73.م.ع
194.02.م.ع Per on-Facebook L...	72,755.84.م.ع
— Per on-Facebook lea	95,229.55.م.ع
959.99.م.ع Per on-Facebook L...	2,879.97.م.ع
—	228,259.01.م.ع Total Sp



$$\text{Impressions} = \frac{\text{Ad spend}}{\text{CPM}} \times 1000$$

digitalmediametrics.com



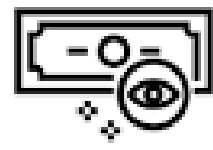
$$\text{Frequency} = \frac{\text{Impressions}}{\text{Unique users}}$$

digitalmediametrics.com



$$\text{Reach} = \frac{\text{Impressions}}{\text{Frequency}}$$

digitalmediametrics.com



$$\text{CPM} = \frac{\text{Ad spend}}{\text{Impressions}} \times 1000$$

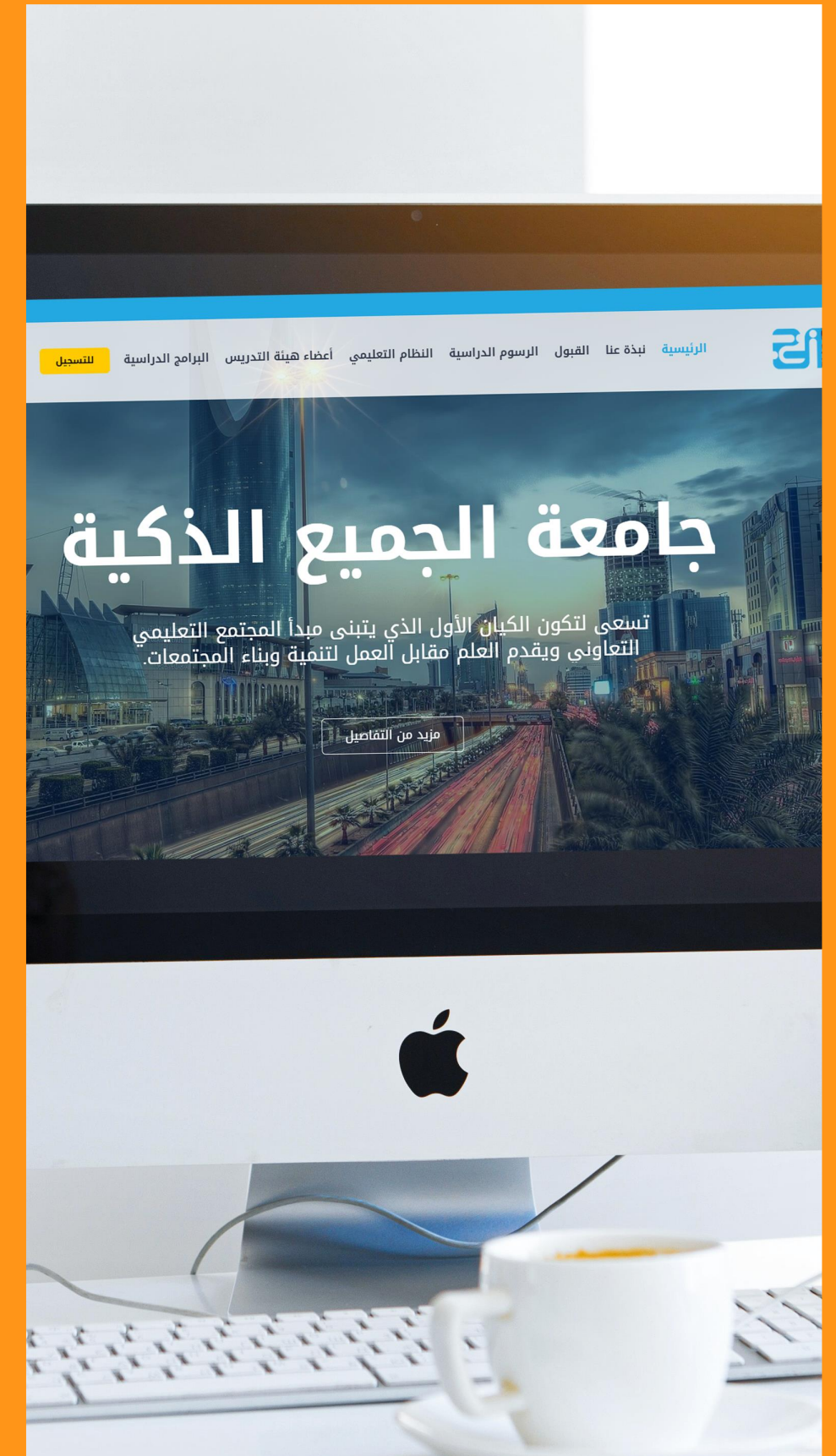
digitalmediametrics.com

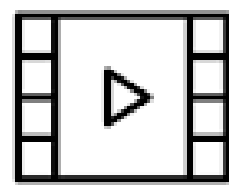


$$\text{CPA} = \frac{\text{Spend (\$)}}{\text{Conversions}}$$

digitalmediametrics.com

$$\text{CPM} = (\$ \text{ Cost} / \# \text{ of Impressions}) \times 1,000$$





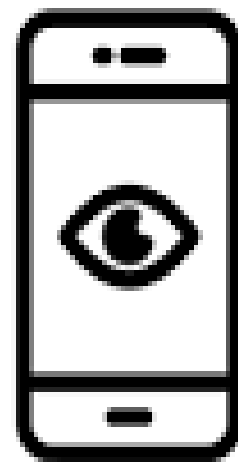
$$VTR = \frac{\text{Video views}}{\text{Impressions}}$$

digitalmediametrics.com



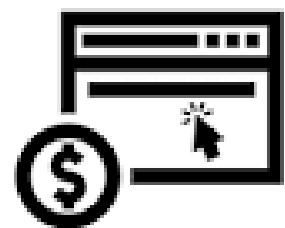
$$CTR = \frac{\text{Clicks}}{\text{Impressions}}$$

digitalmediametrics.com



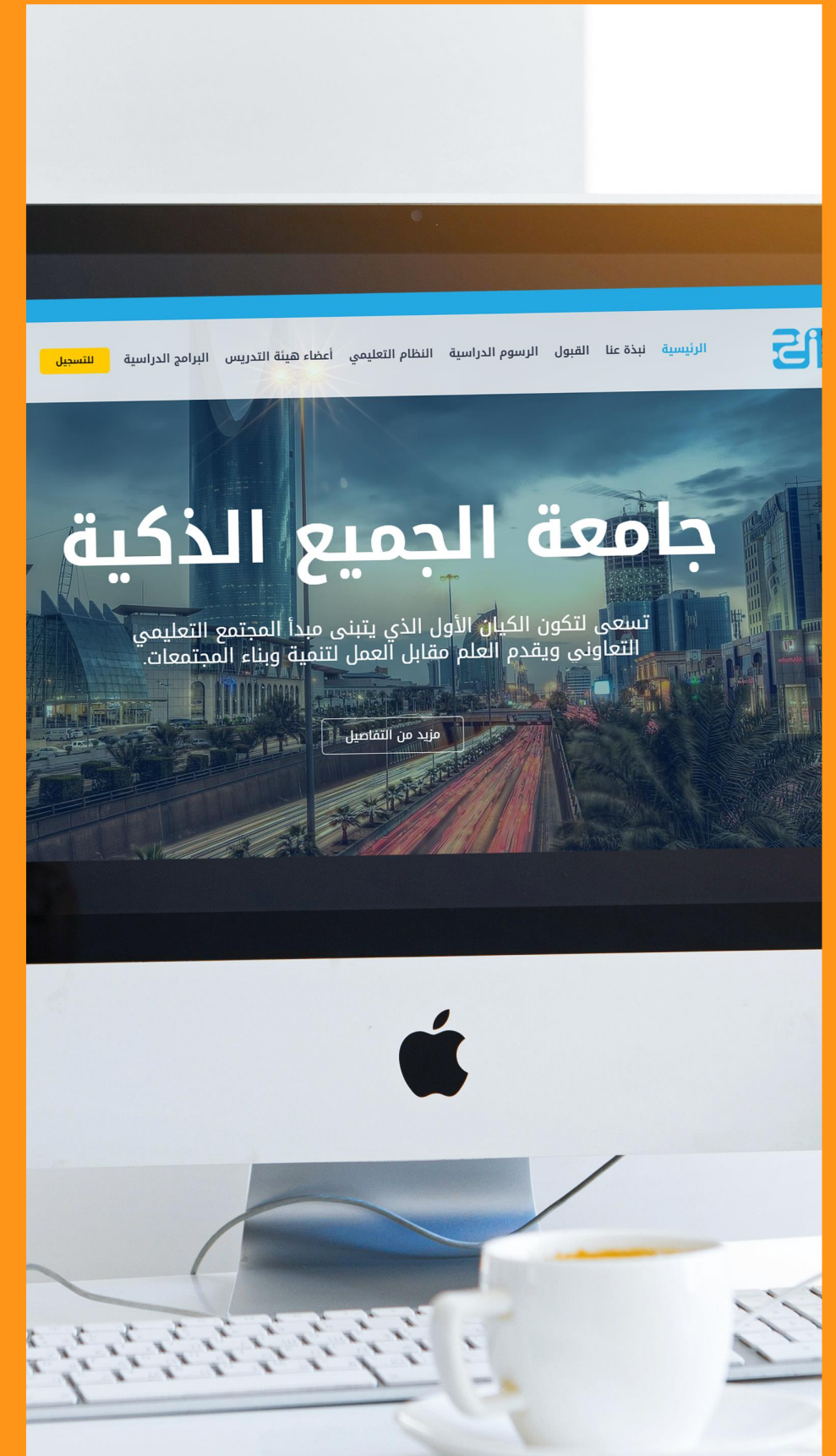
$$\text{Viewability} = \frac{\text{Impressions served in-view}}{\text{Total impressions served}}$$

digitalmediametrics.com



$$CPC = \frac{\text{Spend (\$)}}{\text{Clicks}}$$

digitalmediametrics.com



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Example 1:

$$\text{CPM} = (\$ \text{ Cost} / \# \text{ of Impressions}) \times 1,000$$

Reach = 5,000
Freq = 2
Budget = \$10

$$\begin{aligned} \text{Impressions} &= \text{Freq} \times \text{Reach} \\ \text{Impressions} &= 2 \times 5000 = 10,000 \end{aligned}$$

$$\text{CPM} = (10 / 10,000) \times 1,000 = 10$$

Reach = 5,000
Freq = 2
Budget = \$10

$$\begin{aligned} \text{Impressions} &= \text{Freq} \times \text{Reach} \\ \text{Impressions} &= 2 \times 5000 = 10,000 \end{aligned}$$

$$\text{CPM} = (\$ \text{ Cost} / \# \text{ of Impressions}) \times 1,000$$

Reach = 5,000
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Budget = \$10

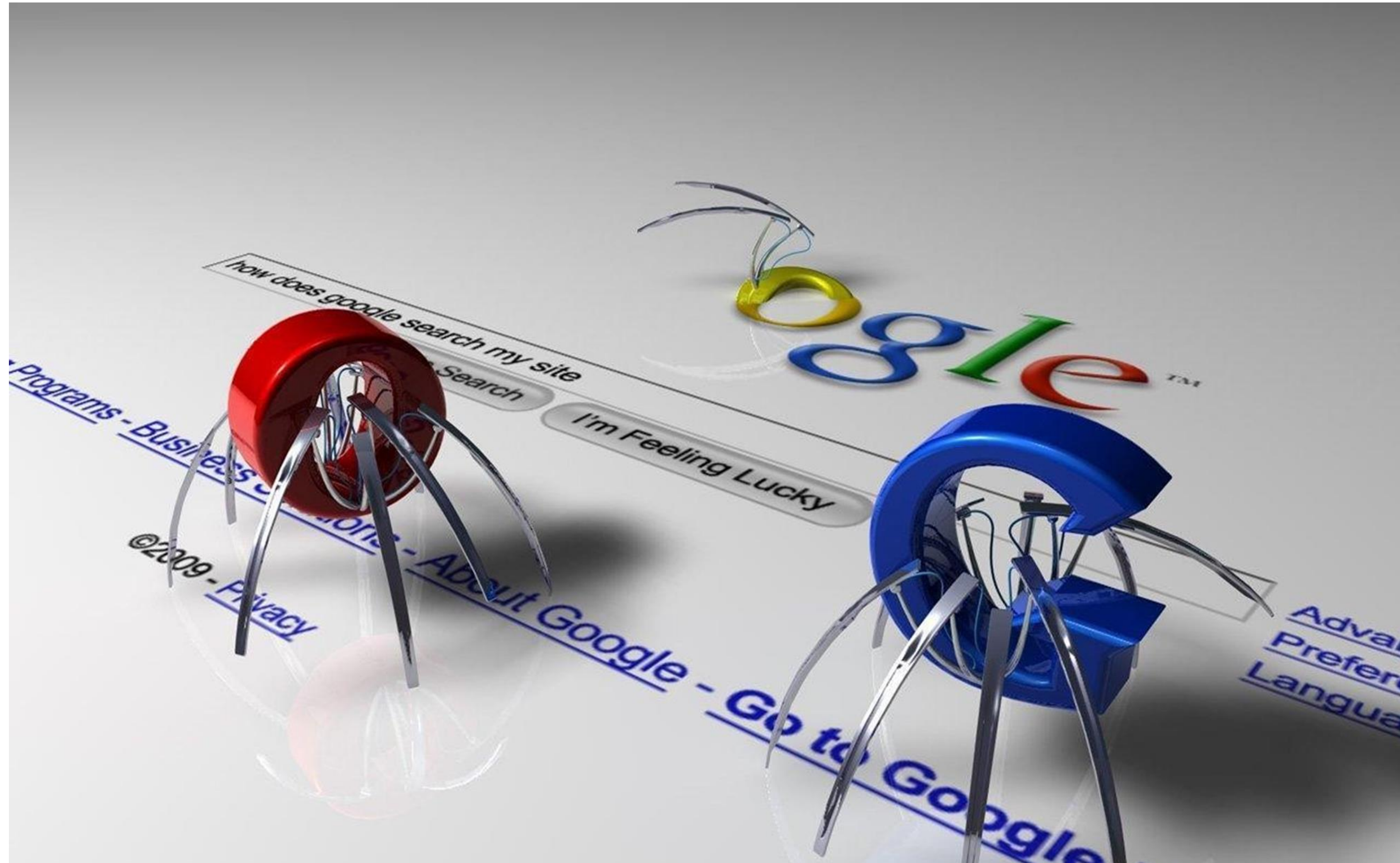


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HOW SEARCH ENGINES WORK... UNDERSTANDING THE CONCEPT



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How it works:

How it works: basic overview.

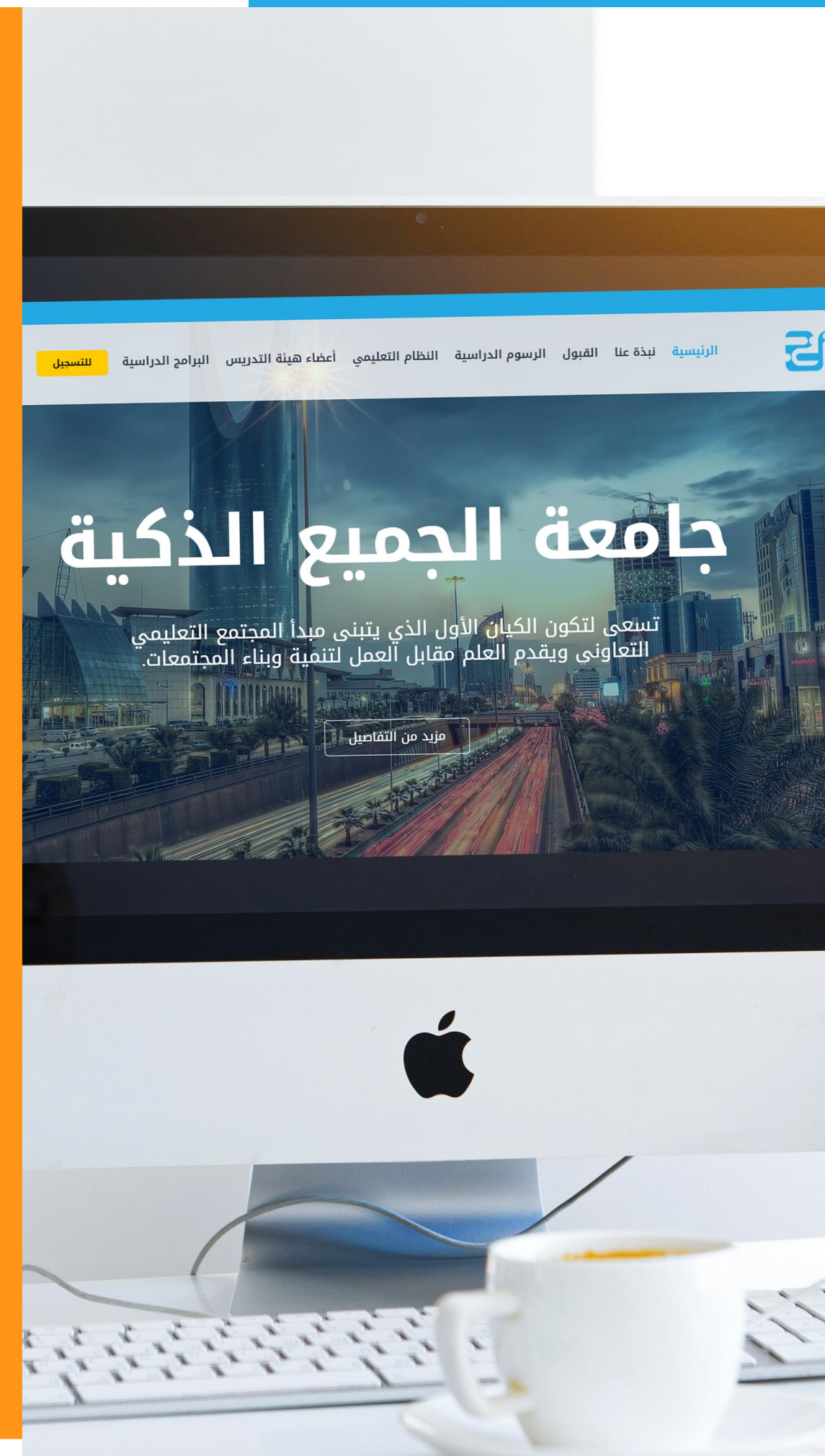
Google's three steps:



1. Google must first **FIND** your content.
2. After **CRAWLING** your site, they **INDEX** the pages.
3. And ultimately **RANK** them within the greater index.



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HOW SEARCH ENGINES WORK

HOW SEARCH ENGINES WORK

Search Query (term)

The screenshot shows a Google search for "MBA in Egypt". The search bar is circled in red. Below the search bar, the results are categorized into "Paid Search Results (Search Ads)" and "Organic Search Results (SEO)".

Paid Search Results (Search Ads):

- Purdue University MBA - purdue.edu**
Ad www.krannert.purdue.edu/ - On and Offline Courses. 120% ROI Visit 6 Countries. Learn More Here!
- Study MBA in Egypt - With Edinburgh Business School**
Ad www.ebsglobal.net/Egypt - +961 9 224 827
Top Business Course. Find Out More
Distance Learning · Study an MBA Online · World-Renowned School
How much does it cost? - About the Business School - Study your MBA in Egypt
- Get an MBA degree online - internationalstudent.com**
Ad www.internationalstudent.com/ -
Online MBA from an American School Accredited American University
International Student has 3,539 followers on Google+
- MBA Programs in Egypt | FIND MBA**
find-mba.com/schools/africa/egypt -
7 business schools in Egypt sorted by popularity. 01. Arab Academy for Science & Technology and Maritime Transport (AASTMT). Miami, Alexandria, Egypt 22 ...
- Best 8 MBA Degrees in Egypt 2015/2016**
www.mbastudies.com/MBA/Egypt/ -
Egypt is an interesting and exciting location for students seeking an MBA program. There is a rapidly evolving society among one of the oldest cultures in the ...
- Master of Business Administration**
www.aucegypt.edu > ... > Graduate Programs - American University in Cairo -
The Master of Business Administration (MBA) is an effective means of providing professionals -- with a business or non-business background -- with the ...

Organic Search Results (SEO):

- International MBA Programs**
www.executivemba.org/MBAPrograms -
Find The Right MBA Program For You.
Try Our Free Comparison Tool Today.
- 100% MBA Scholarship**
www.bsn.eu/internationalmba -
Major Reproductive Health & Rights
International MBA, Apply today!
- MBA In Egypt**
www.about.com/MBA+In+Egypt -
3.6 ★★★★★ rating for about.com
MBA In Egypt. Search Now!
Over 85 Million Visitors.
- Middle East**
www.imesclub.org/ -
Explore our experts analysis of the situation in the Middle East
See your ad here >



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الرئيسية نبذة عنا القبول الرسوم الدراسية النظام التعليمي أعضاء هيئة التدريس البرامج الدراسية للتسجيل

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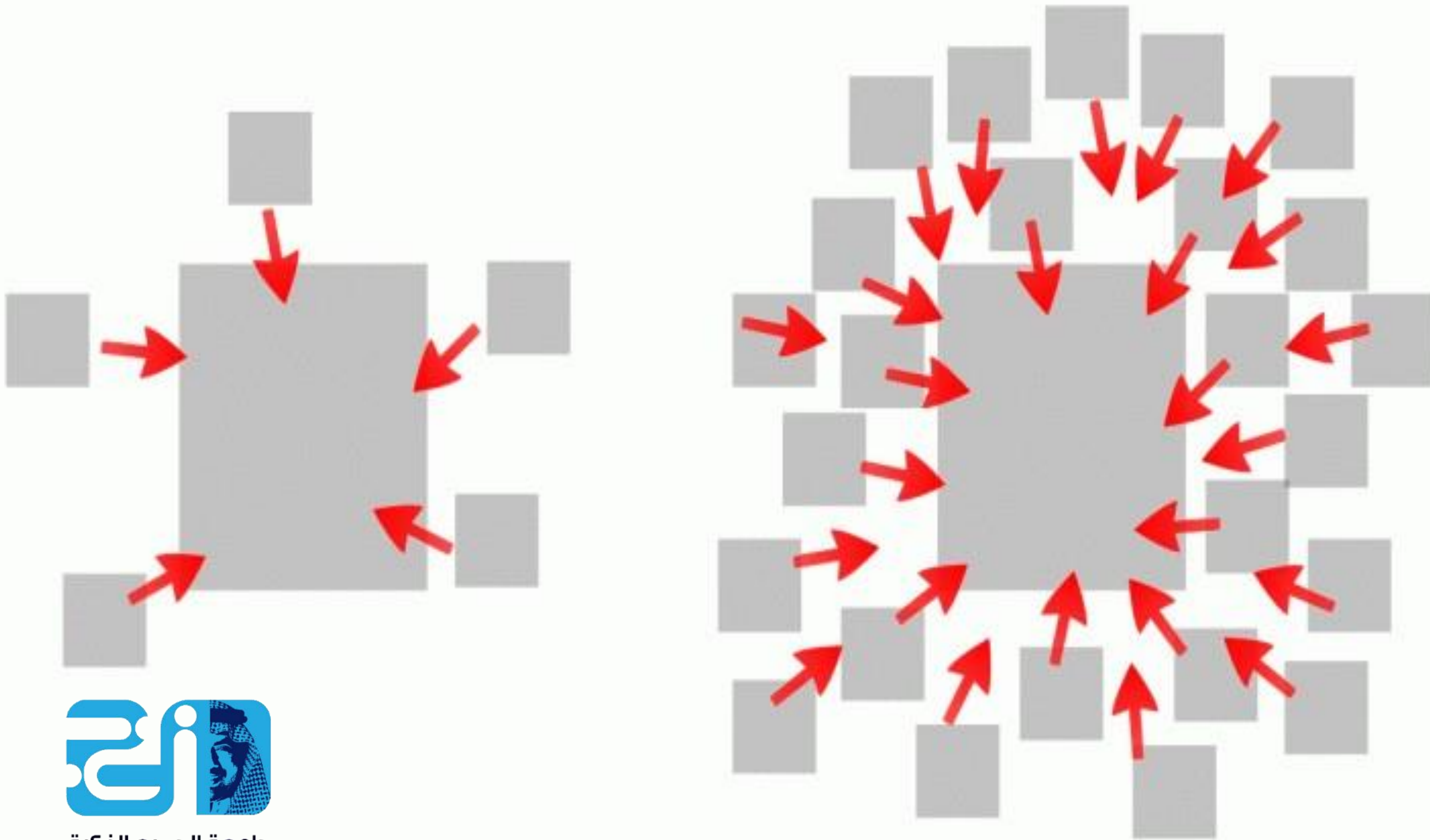
تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل



WEBSITE AUTHORITY AND LINKS

If links are all equal in weight... this page will rank higher!



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تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل



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Ranking Factors

Top Search Engine Ranking Factors



<https://www.searchmetrics.com/suite/>



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Allgemeine Ranking-Faktoren Rang-Korrelationen Top20 Google.de

TRENDS ZU 2016
▲ Gestiegen
▶ Gleich
▼ Gesunken
★ Neuer Faktor
★ Neuberechnung



CONTENT



USER SIGNALS



TECHNIK



USER EXPERIENCE



SOCIAL SIGNALS



BACKLINKS



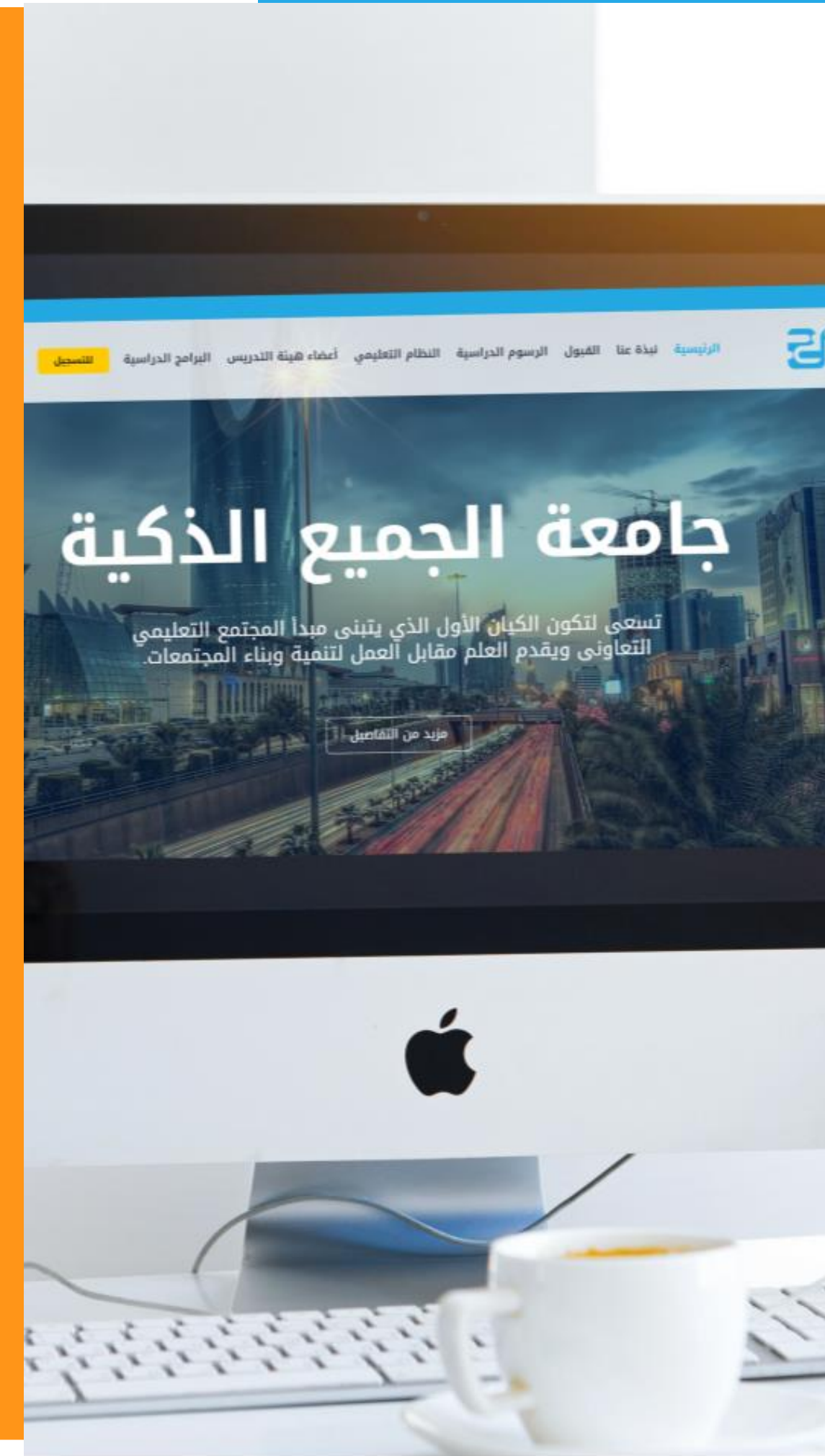
Download der gesamten Studie unter [searchmetrics.com/ranking-faktoren](https://www.searchmetrics.com/ranking-faktoren)



Ranking Factors

Correlations And Rank Correlation Coefficients

Every year Searchmetrics analyzes the top 30 search results for 10,000 keywords – that's nearly 300,000 URLs – in our Ranking Factors study. We analyze them using a number of factors that we expand from year to year – e.g. the number of [backlinks](#), text length and [keyword](#) & content features. The underlying question is always: What differentiates pages that have climbed the rankings, as opposed to those who are placed further back in the SERPs? Do they have more backlinks / text / keywords / etc.?



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Ranking Factors

Content



CONTENT



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تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

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Ranking Factors

User Signals



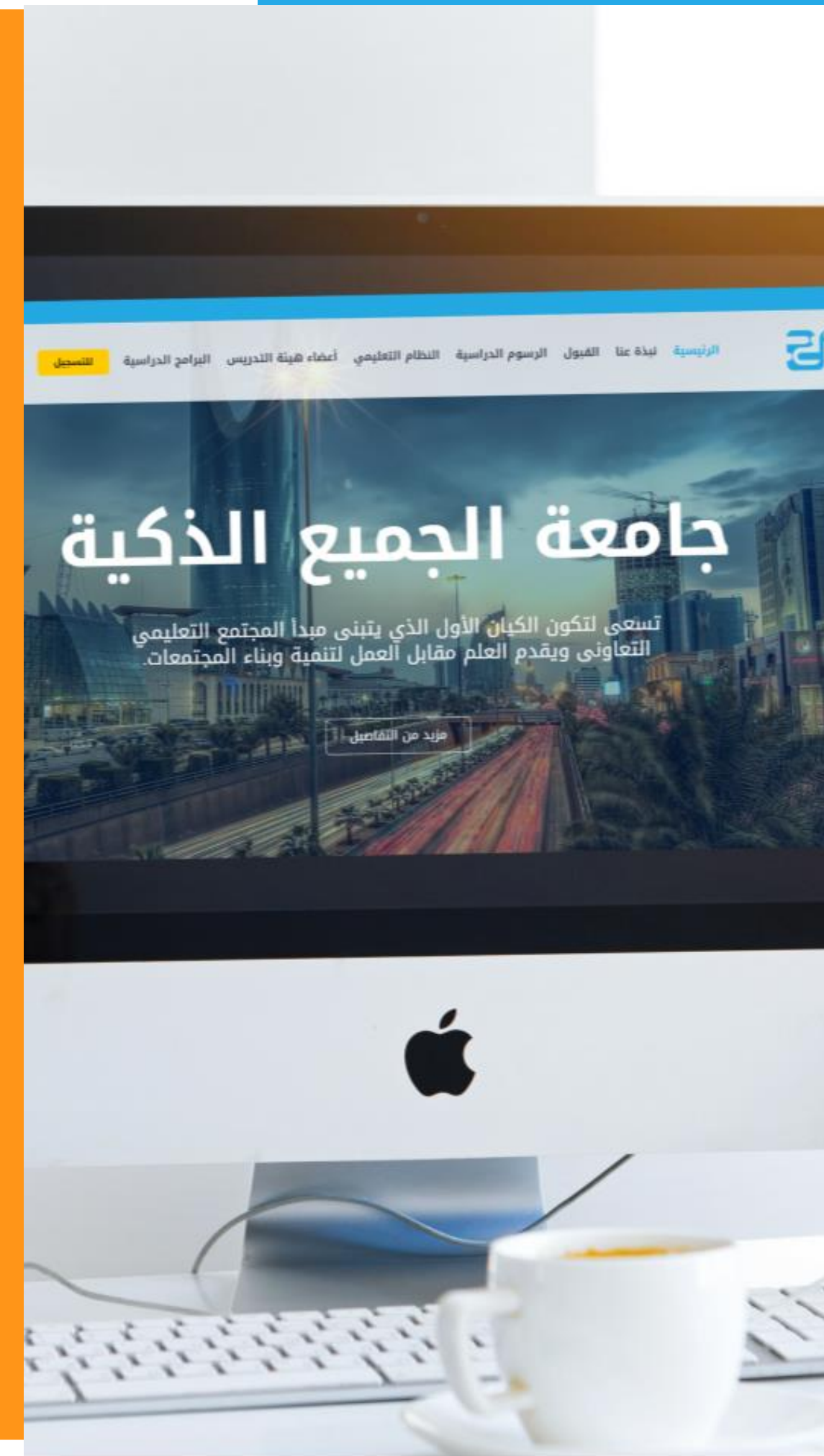
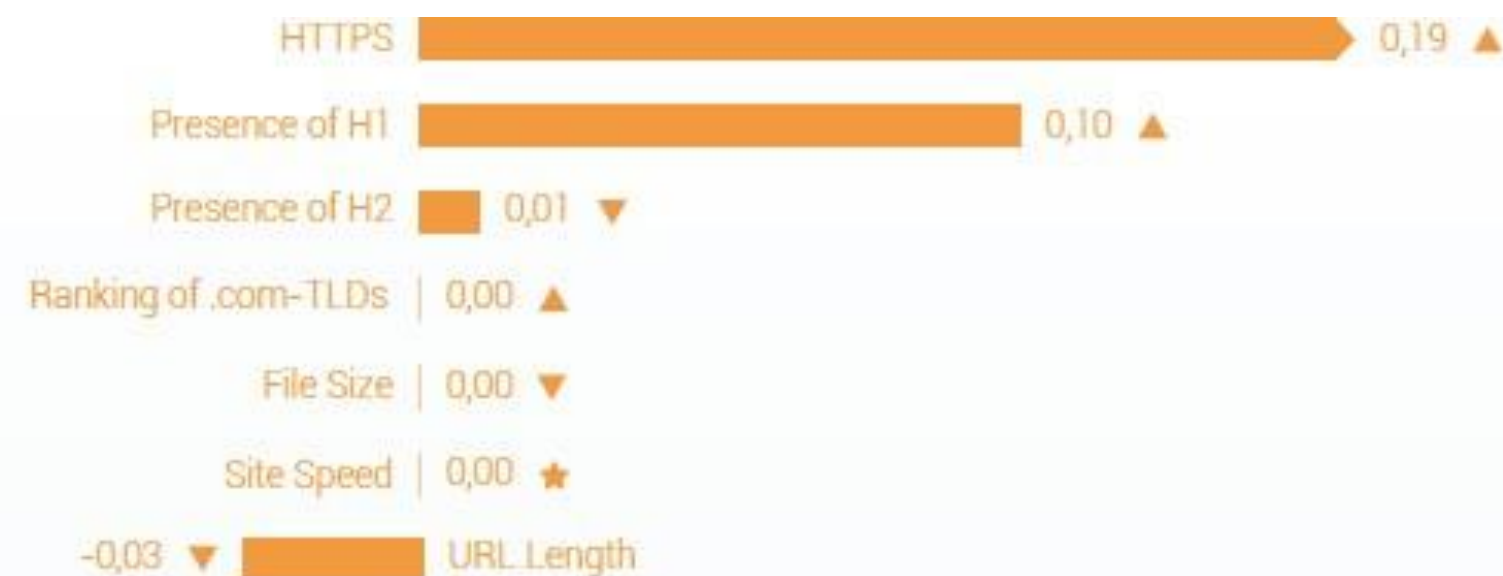
USER SIGNALS



Technical Considerations



TECHNICAL

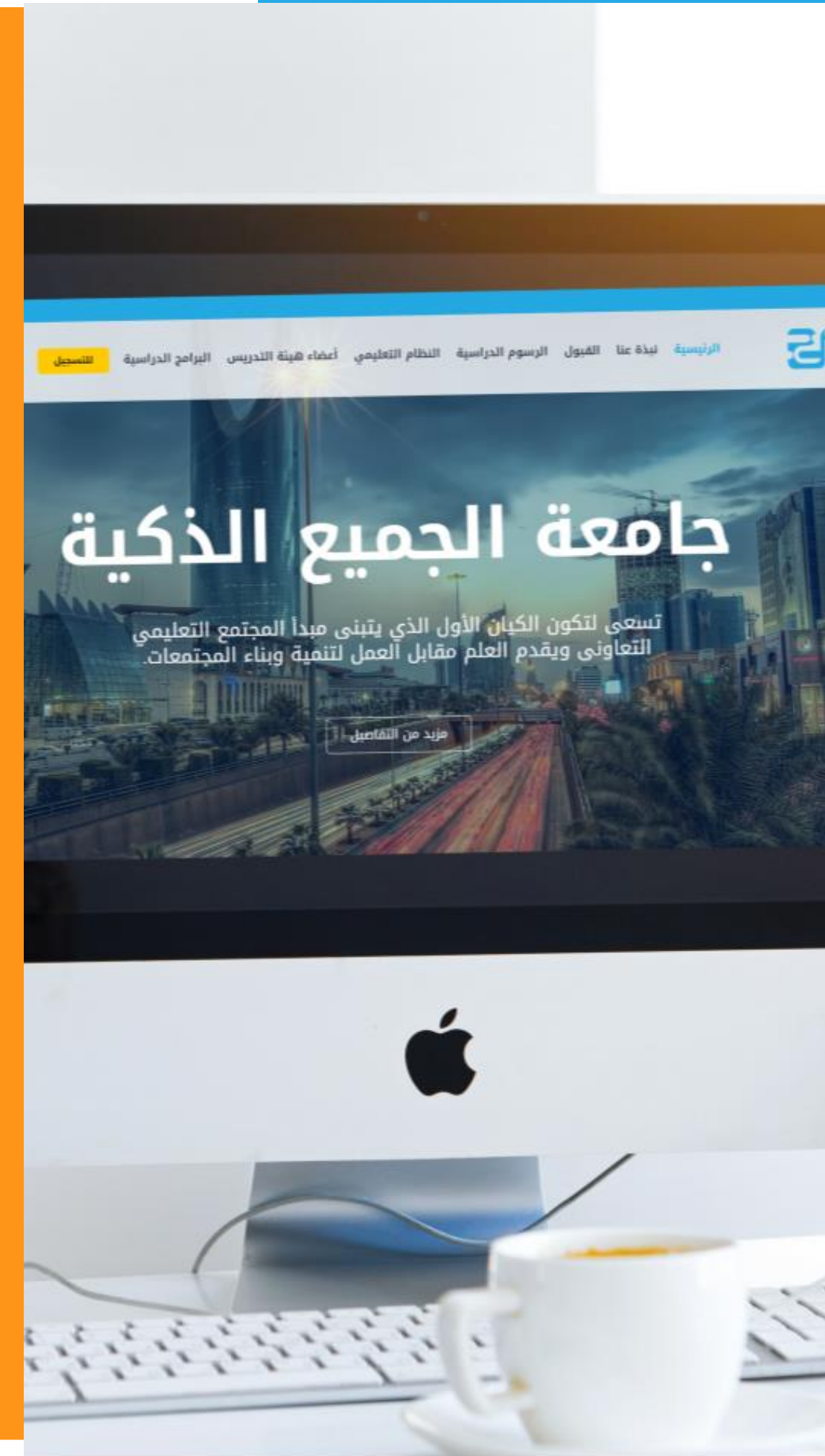


Ranking Factors

User Experience



USER EXPERIENCE



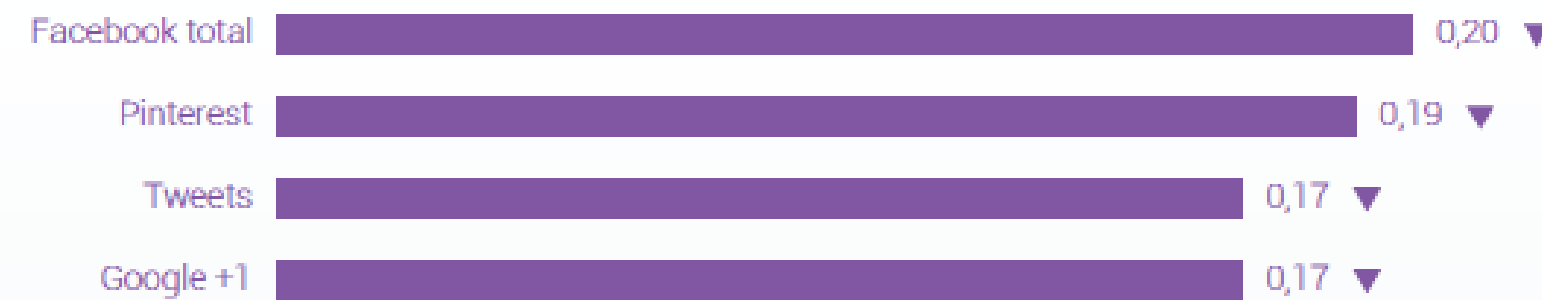
6

Ranking Factors

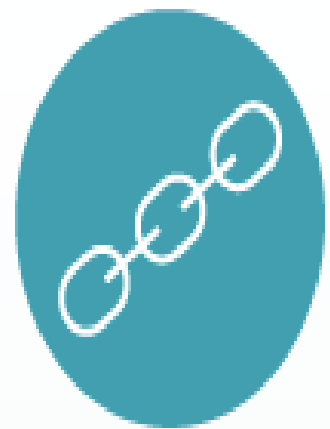
Social Signals



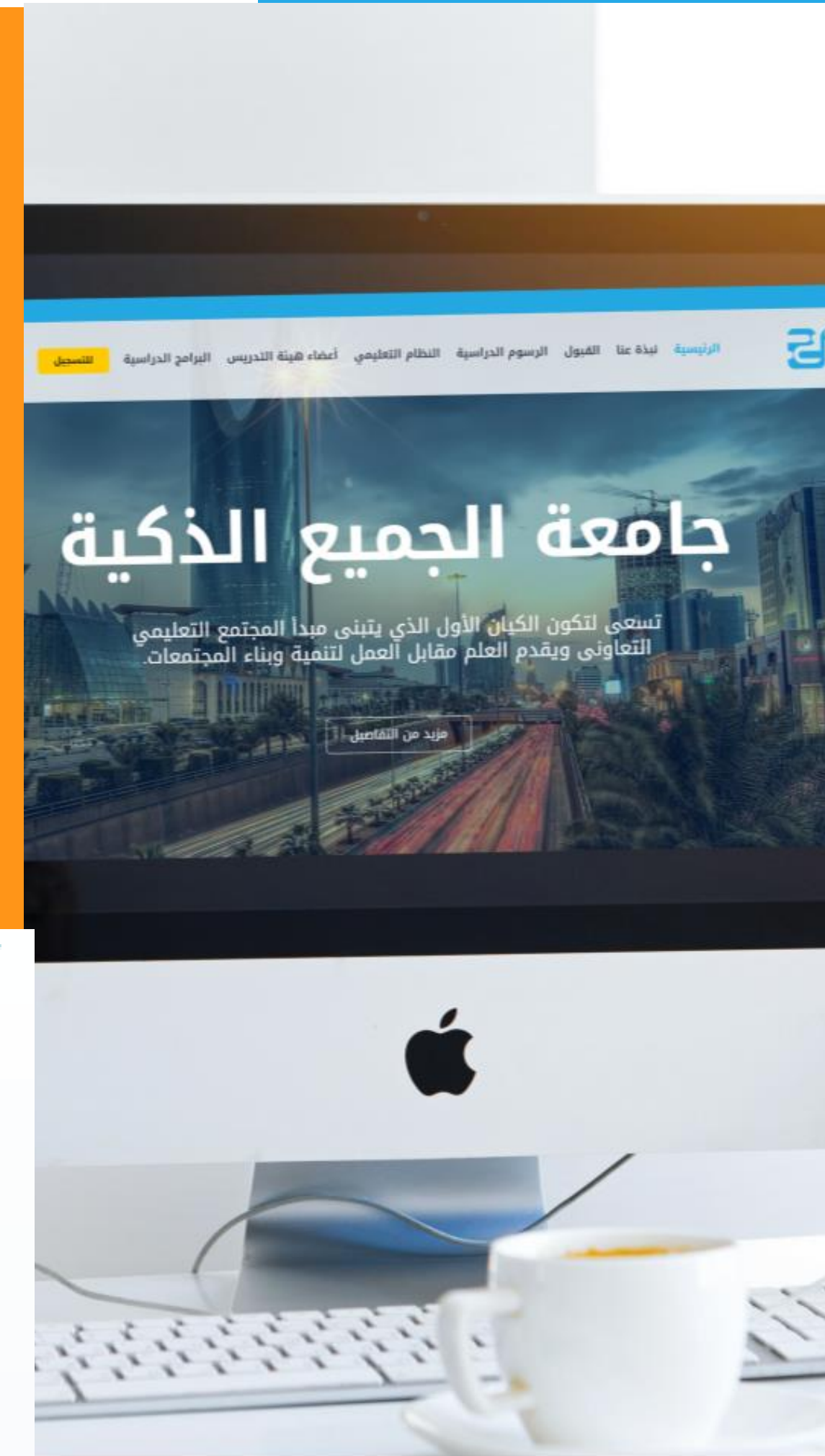
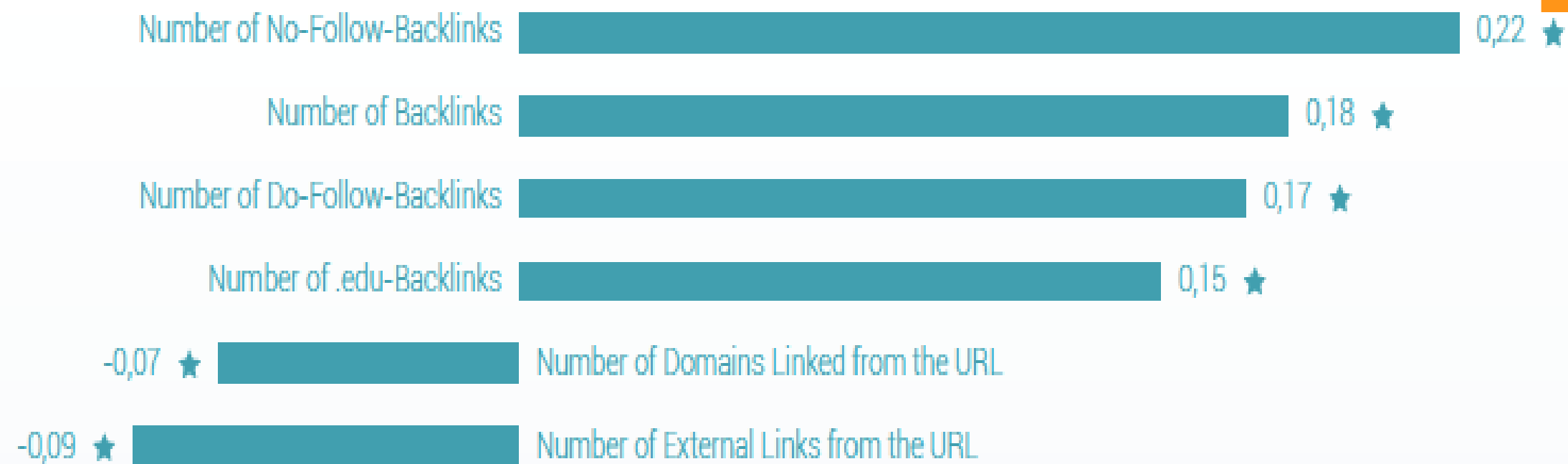
SOCIAL SIGNALS



Backlinks



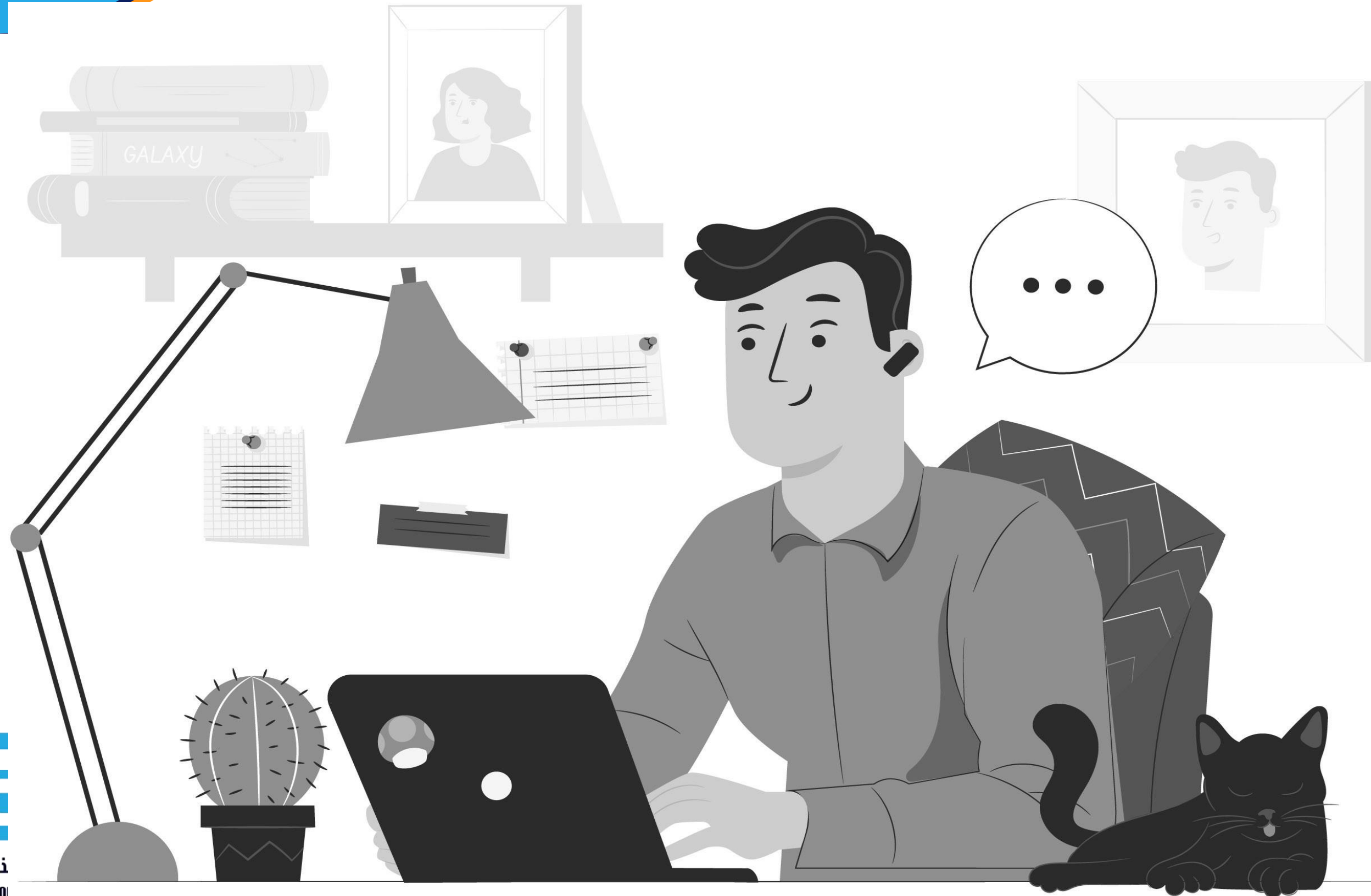
BACKLINKS



6

Google!

A Quick Guide To Rank Higher On Google



6

Google!

What's in this guide?

Agenda

1

What happens when you search?

2

How to rank higher in search?

3

Useful tools and resources

Rank Higher
On Google

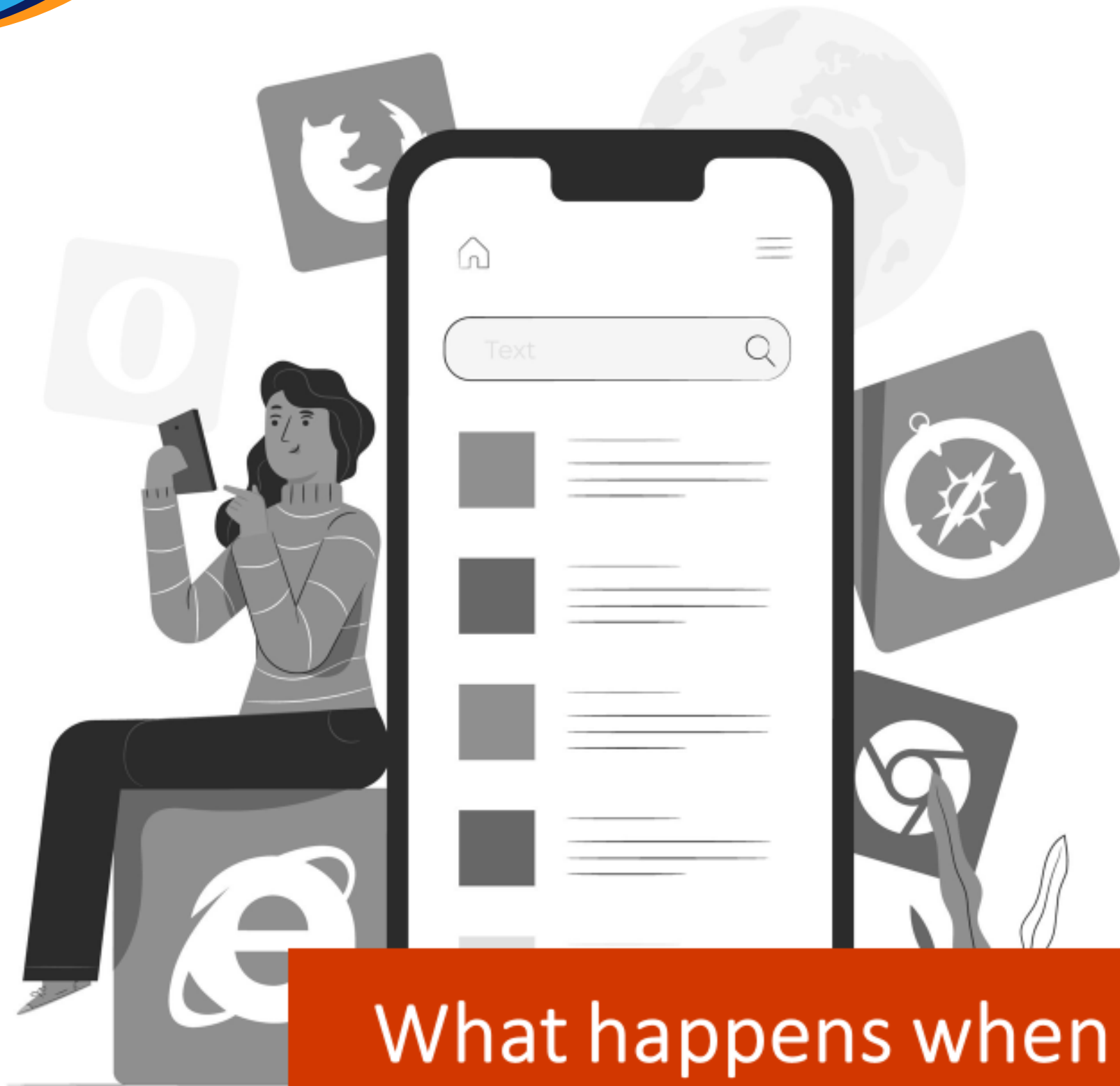


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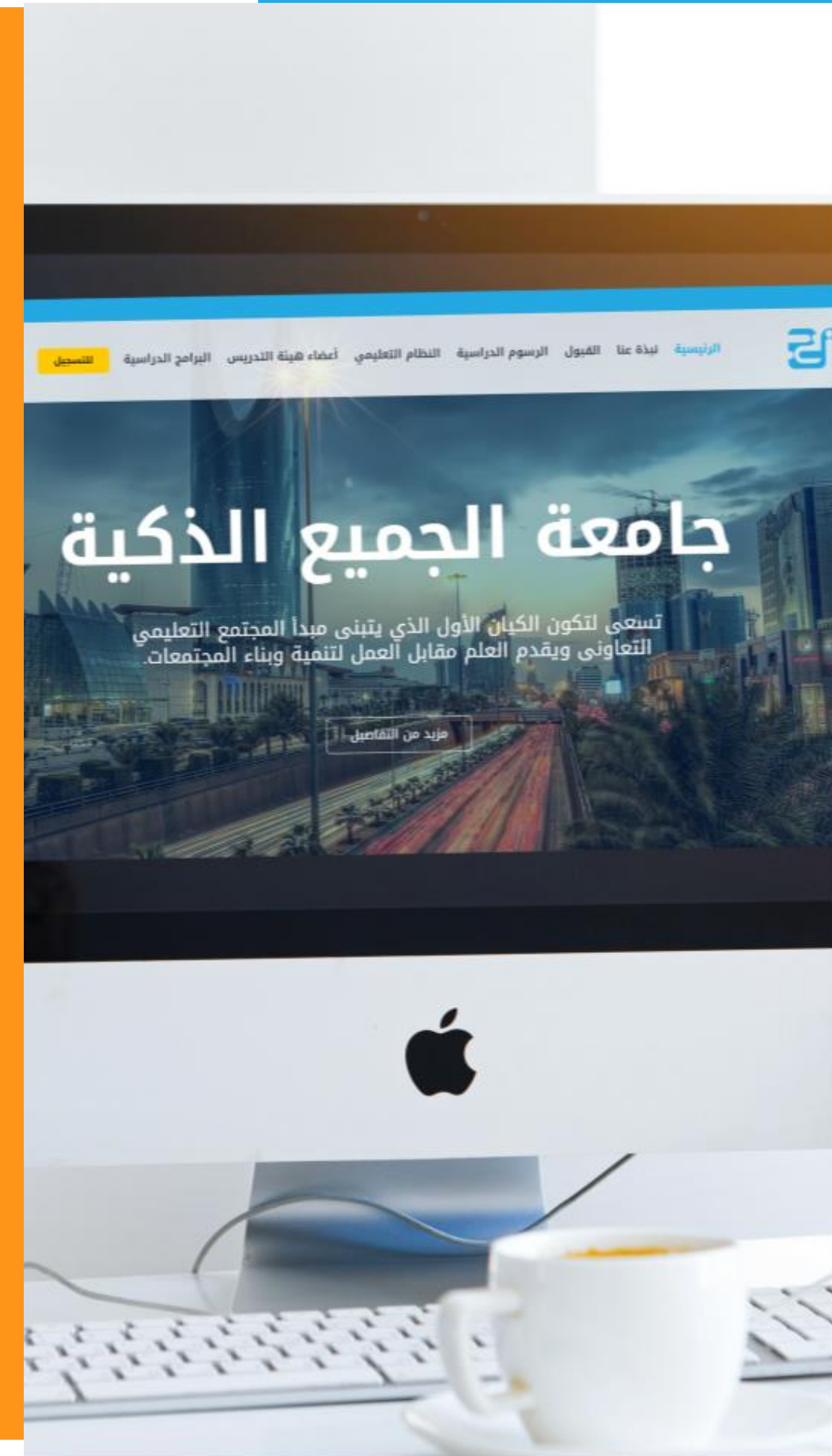


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Google!



What happens when you search?



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6

Google!

Crawling

Indexing

What happens when you search?

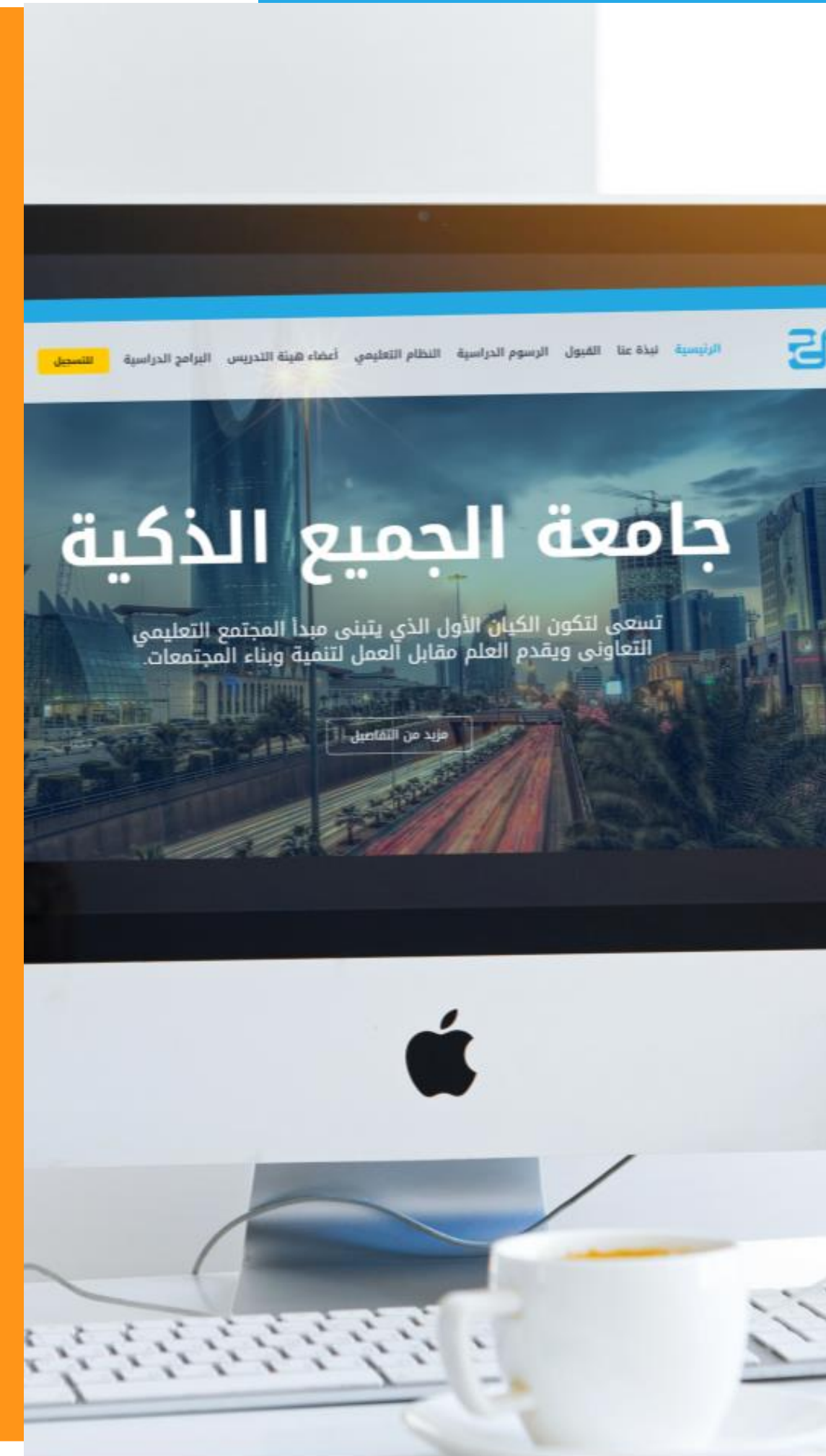
According to Google, it all happens before you search

The crawling process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As Google crawlers (or spider) visit these websites, they use links on those sites to discover other pages. The software pays special attention to new sites, changes to existing sites and dead links.

In other words, Google goes into thousands of websites every day to read pages and collect data, using that powerful tools called 'crawlers'

Then the indexing process begins...

Google organizes information about webpages in their Search index. The index is like a library, except it contains more info than in all the world's libraries put together.



What happens when you search?

Google ranking systems are designed to sort through all the indexed pages to find the most relevant ones to your search query (keyword).

This means: the webpages that rank higher on Google are the ones that are relevant to the search keywords used in the search event.

Takeaway: Building your website content should begin with finding out how people are searching for this content, and how to create the most relevant content to their search queries.

But how Google defines RELEVANCY?

Here are some **important concepts** to help understand the concept of Google ranking:

Reference: <https://www.google.com/search/howsearchworks/>

Ranking

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مزيد من التفاصيل



Important concepts

Search Keyword & Query

Search keyword is what people are looking for, but it's not necessarily what they write in the search bar. For example, '**Shirt**' is considered as a search keyword, but people rarely search for the word 'Shirt' alone. They use multiple keywords like **Zara Shirt** or **Slim Shirts**, to describe what they're looking for. And that is the search query.

Webpage Relevance

Google crawlers pay attention to **relevance signals** to see how relevant is your webpage to the queries people use to search for the content you're providing.

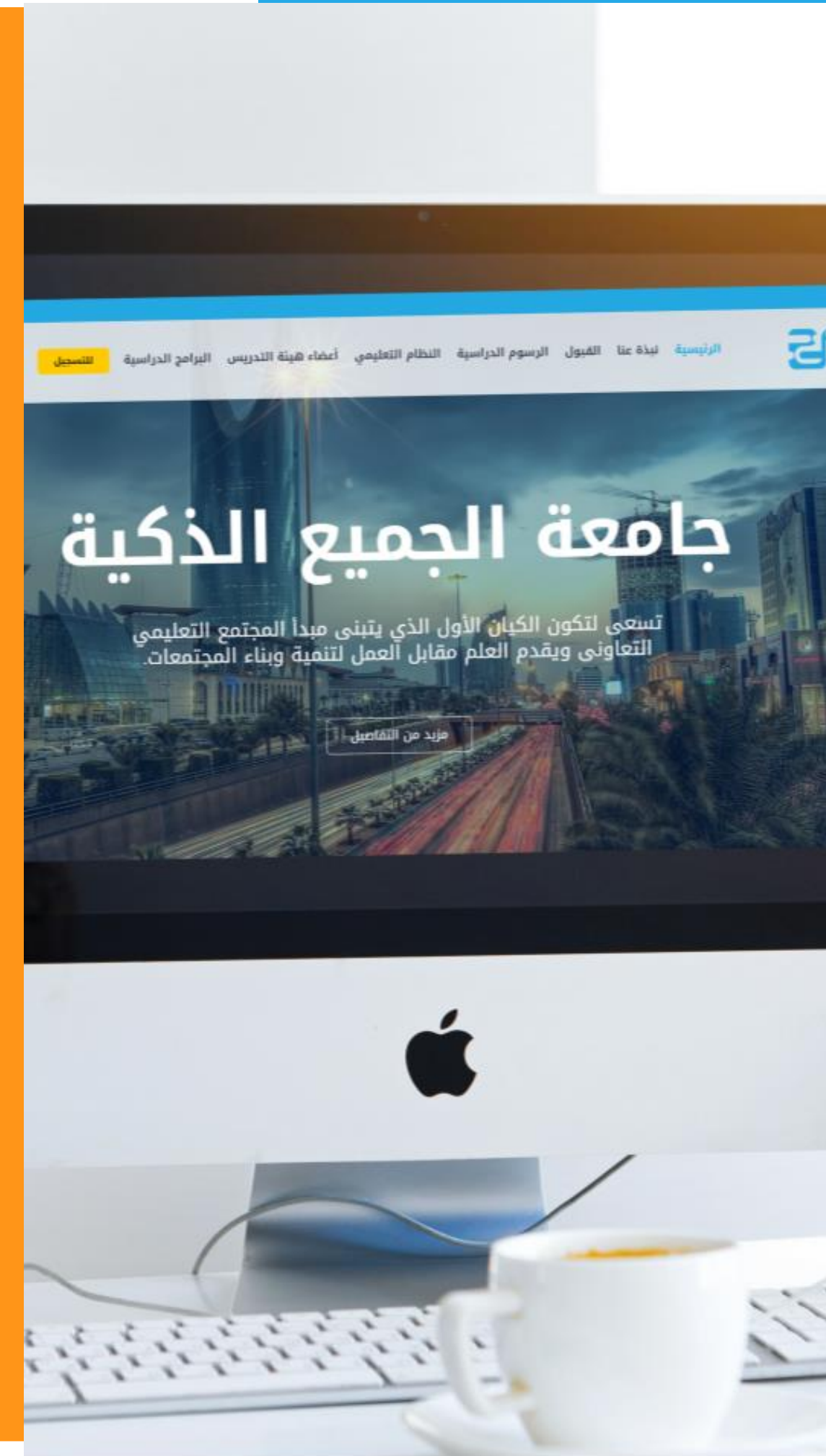
According to Google: *The most basic signal that webpage content is relevant, is when a webpage contains the same keywords as the search query. If those keywords appear on the page, or if they appear in the headings or body of the text, the information is more likely to be relevant.*

Quality of Content

It's important to know that the quality of the content you're writing on your website. There are many quality signals that Google looks for, such as: how many referrals does this site get? How unique is its content? How many prominent sites are linking to your site, and many other signals.

Read more about the quality of content from MOZ, here:
<https://moz.com/blog/low-quality-pages>

Reference: <https://www.google.com/search/howsearchworks/algorithms/>



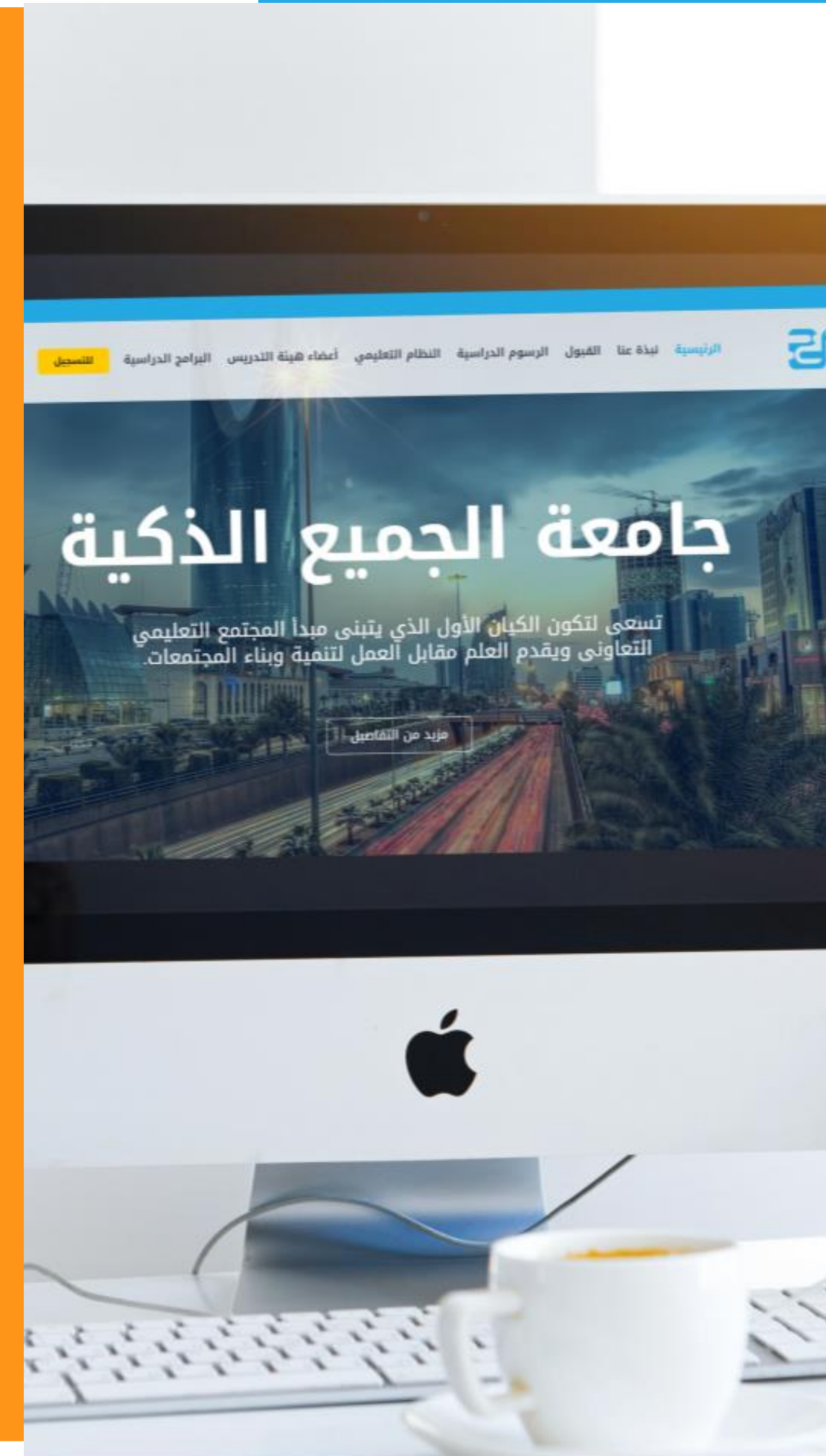
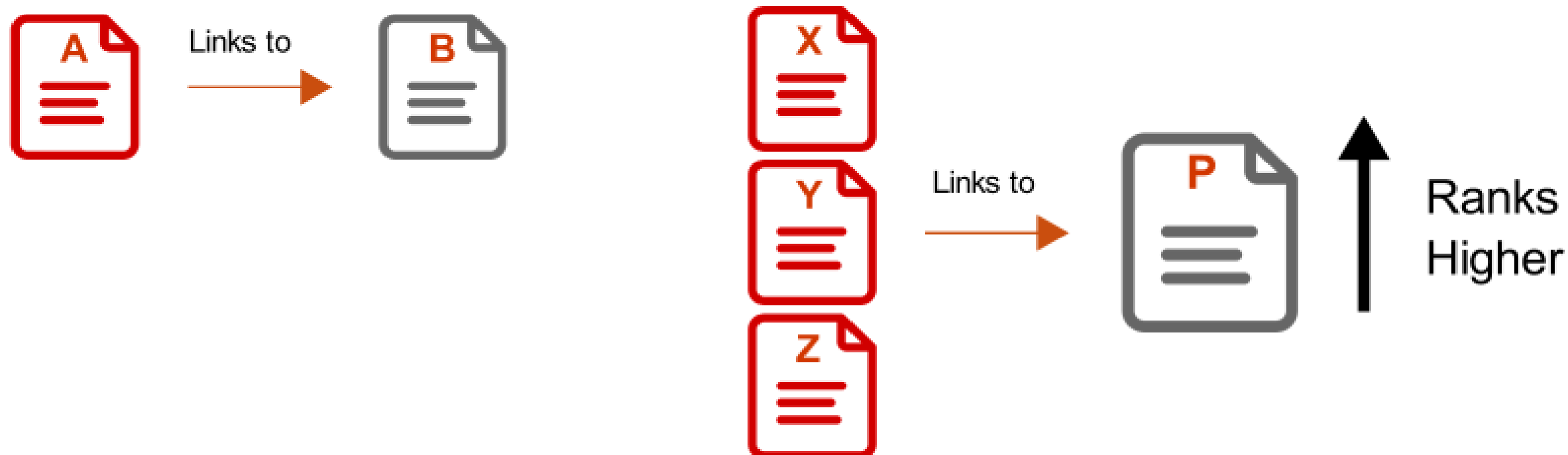
Important concepts

Page Rank

Imagine you are running for president. Your rank in the race will be determined by your popularity, or in other words, the **number of votes**. The Page rank concept is similar to this as the rank of a certain webpage or a website is based on the number of votes this site gets. The only difference here is that **the number of votes means the number of other sites linking to this site (*Backlinks*)**.

In essence, Google interprets a link from page A to page B as a vote, by page A, for page B.

Of course not all pages/websites have equal votes. Some websites have higher value and rank high on Google already. These websites weigh more heavily and when links to other websites, help them to rank higher and higher.



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Google!

Important concepts

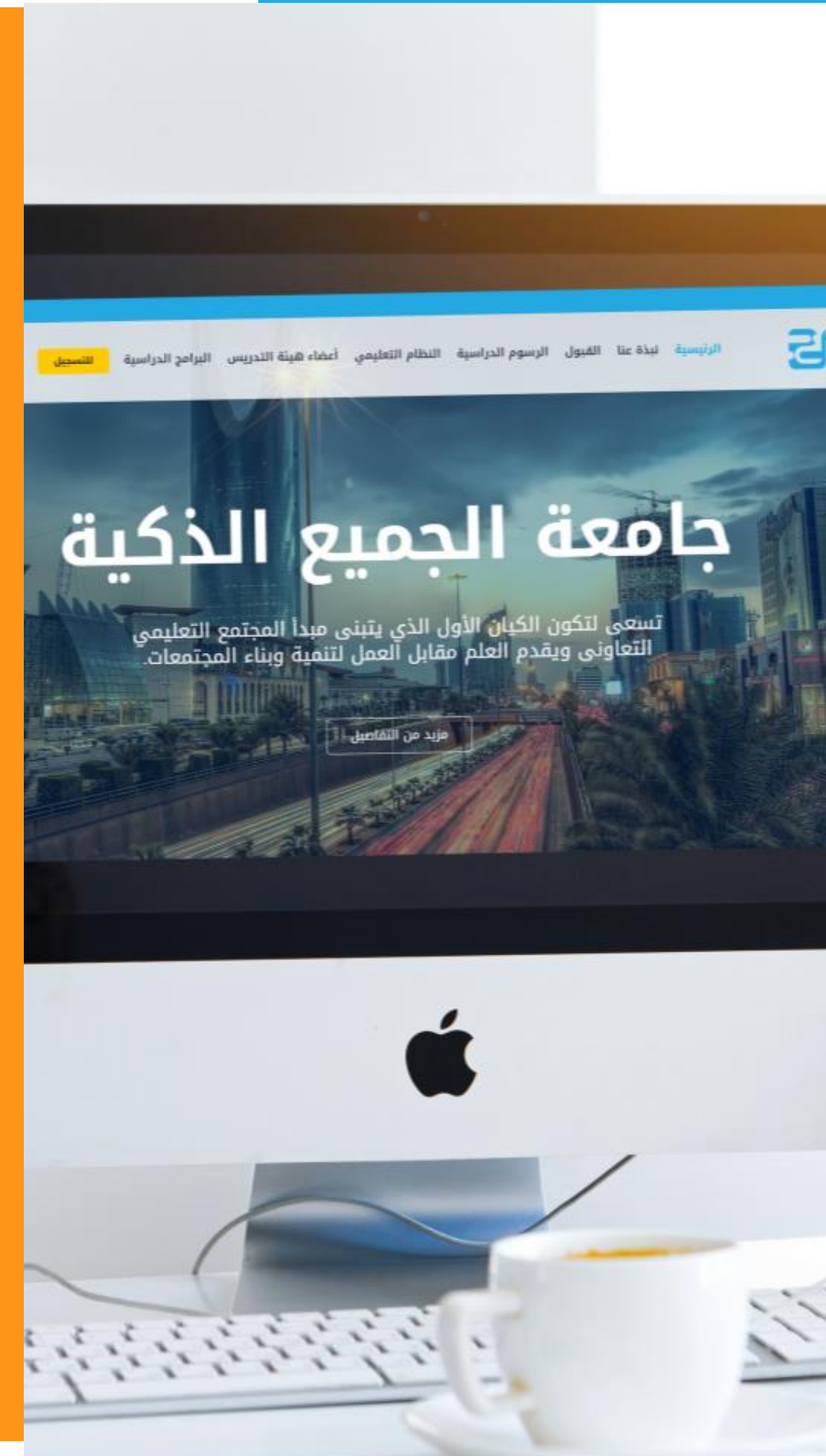
SEO

On-page Optimization

Refers to the factors related to SEO, that you can control on your webpages. On-page Optimization tactics includes optimizing the meta description, HTML code, title tags, and alt tags, that's the foundation for on-page SEO.

Off-page Optimization

Refers to the factors related to SEO, that occur off your website, like backlinks from another site.

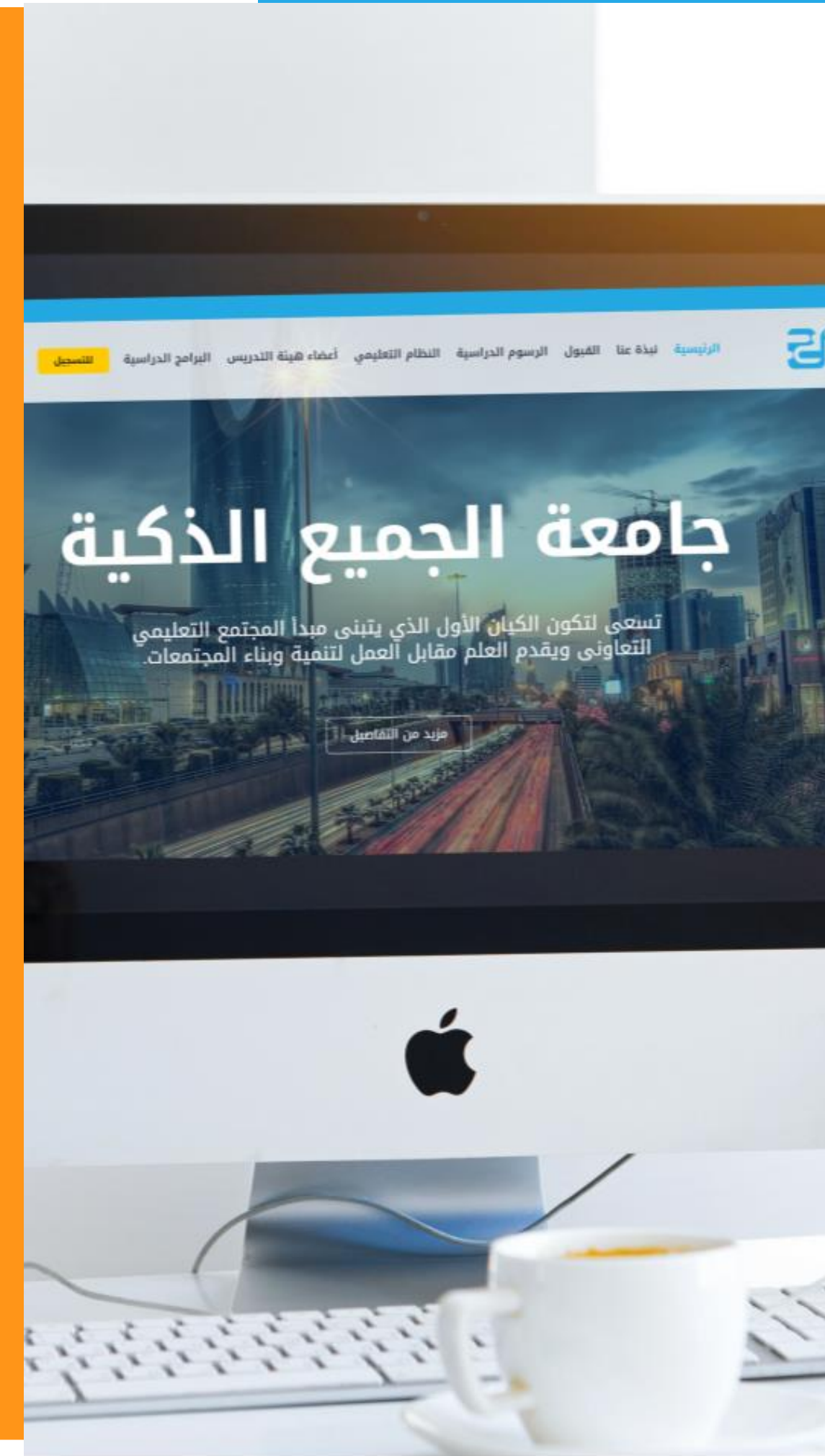


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How to rank higher in search?



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Research keywords first

Nowadays, SEO is harder than ever because of the explosion in the number of websites. That's why you need to start your SEO journey by researching keywords first. Start by listing down all the main keywords you want to rank on. Then use the keywords research tools to find out the queries people normally use to search for your content.

You can simply use Google Keyword Planner Tool

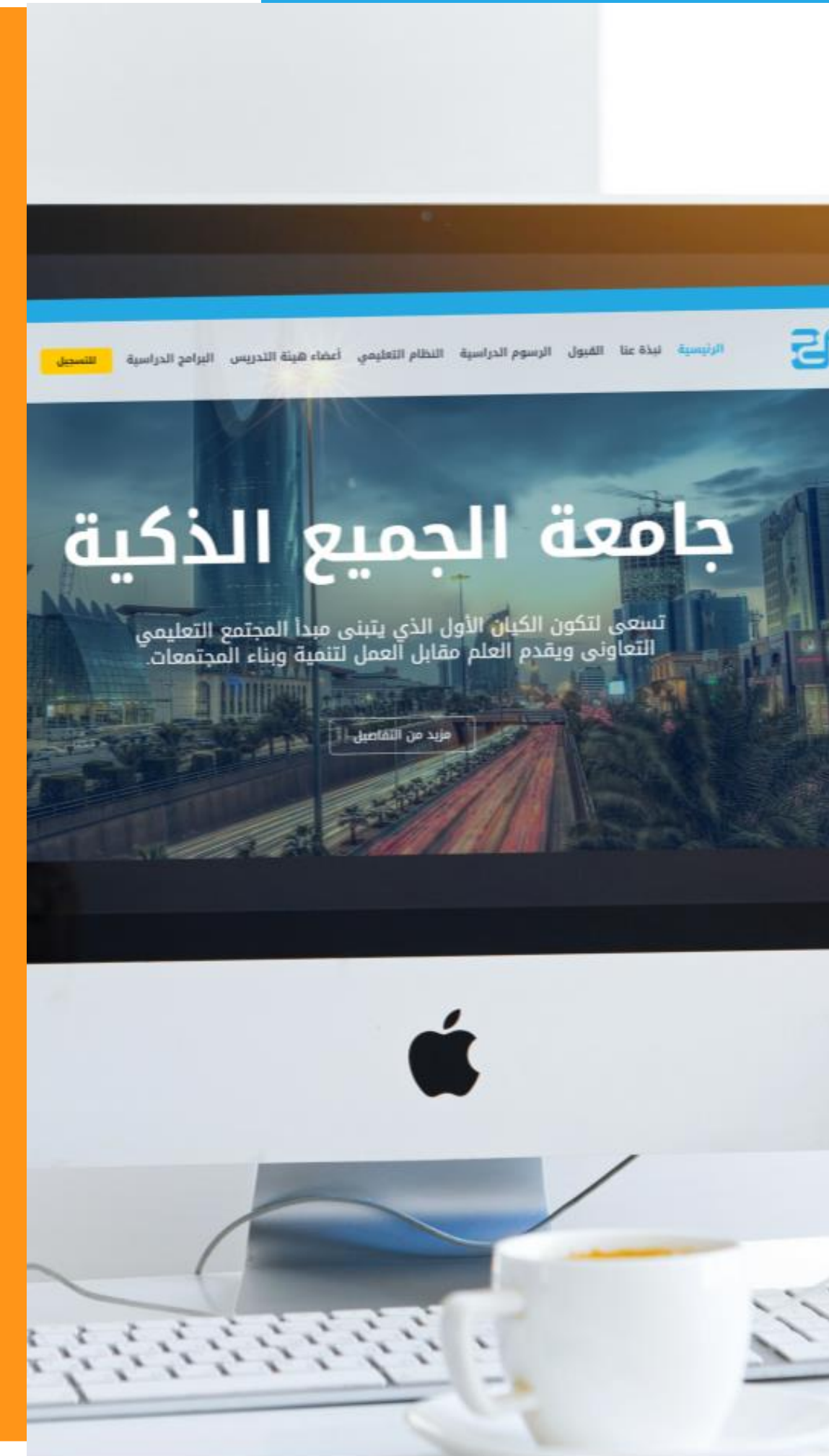
you can also use SEM Rush, which gives you a free trial that you can use to plan for your keywords.

Or you can go to my favorite tool, Uber Suggest. This is the easiest and most convenient tool to help you plan your keywords for SEO.

Each page of your website should target at least one keyword. If your content is rich and you know what you're talking about, you might want to target 3 or 4 keywords per page, to improve your chances to rank high on Google



Ubersuggest



Research keywords first

🔍 shoes, sneakers

Broaden your search: [+ footwear](#) [+ leather product](#) [+ socks](#)

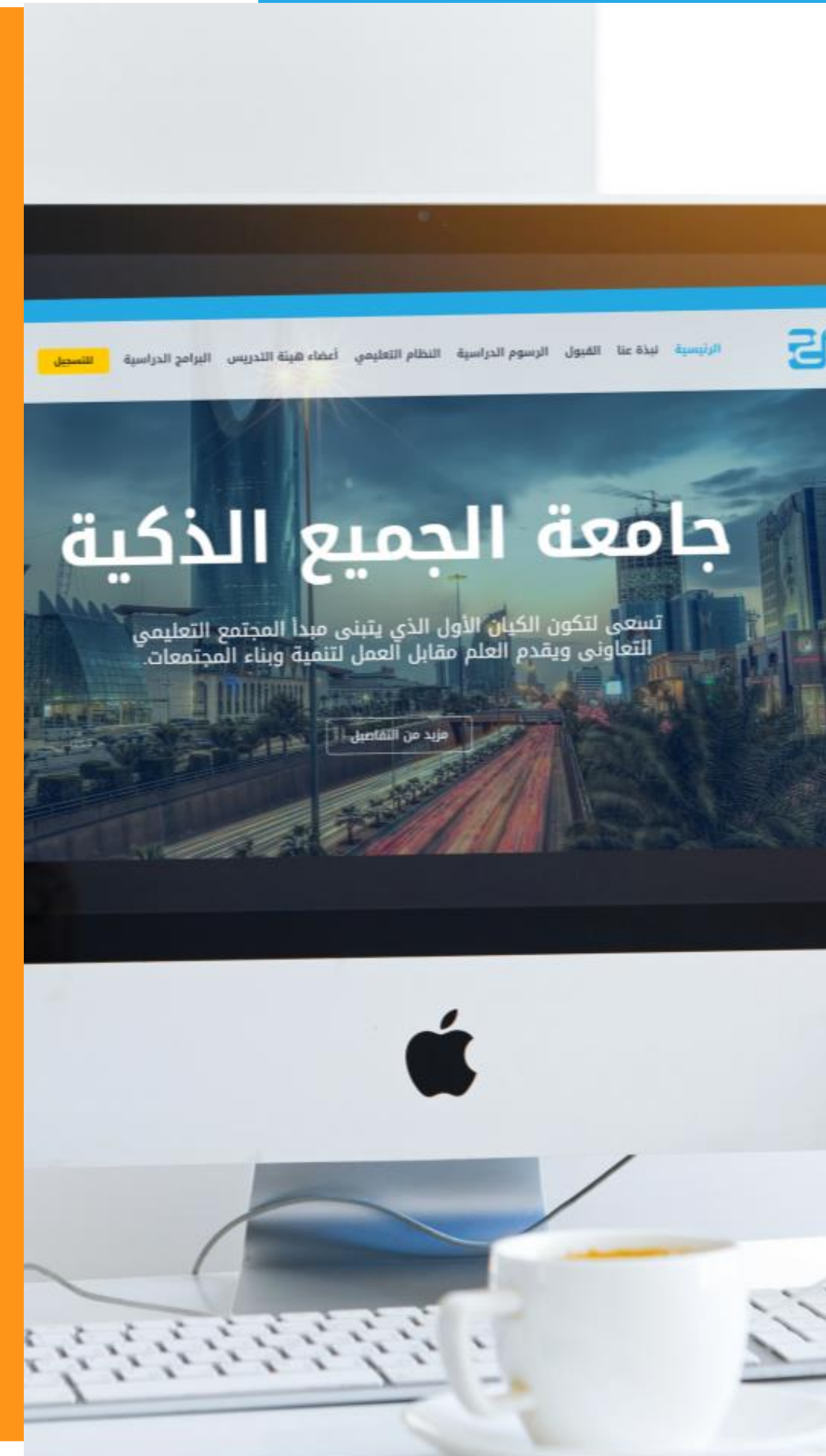
☐ Keyword (by relevance) ↓	Avg. monthly searches
☐ shoes	3,600
☐ sneakers	2,400
Keyword ideas	
☐ fila shoes	2,900
☐ nike shoes	2,900
☐ nike air force 1	2,400
☐ heels	1,600
☐ yeezy boost 350	1,600
☐ flip flops	1,600
☐ adidas superstar	1,300

For example if you're selling **shoes** online, you need to know which type of shoes people are looking for, and what type of queries and phrases they use in their search.

The tool will start showing you the actual queries people use to search for shoes, your job is to analyze these results, and decide what keywords are relevant to your website and what keywords you'll use based on the avg. monthly searches.

Fila Shoes, Nike Shoes, Heels, Flip flops,...

You can also export all the queries suggestions on a spreadsheet, and start sorting and organizing them to get your target keywords in one sheet.



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Google!

Google Webmaster

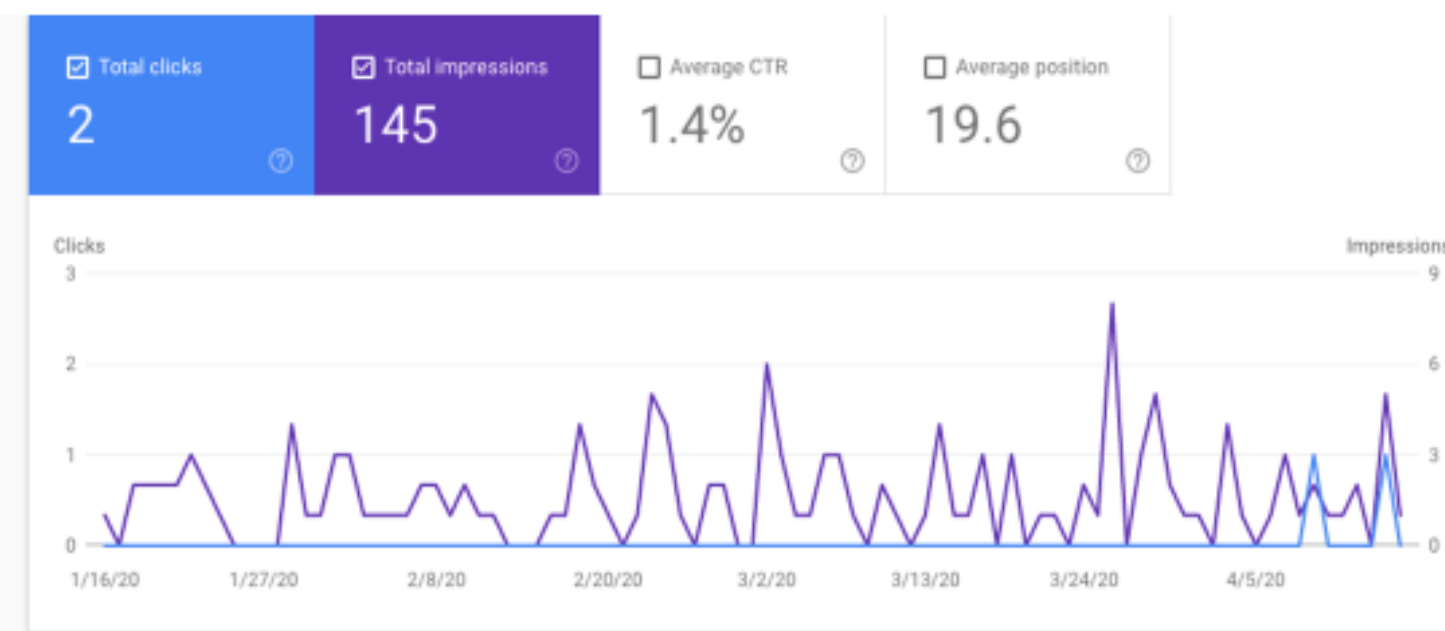
This part is a bit technical but you need to do it.

You need to give Google access to all your website content to make sure Google crawlers see it all.

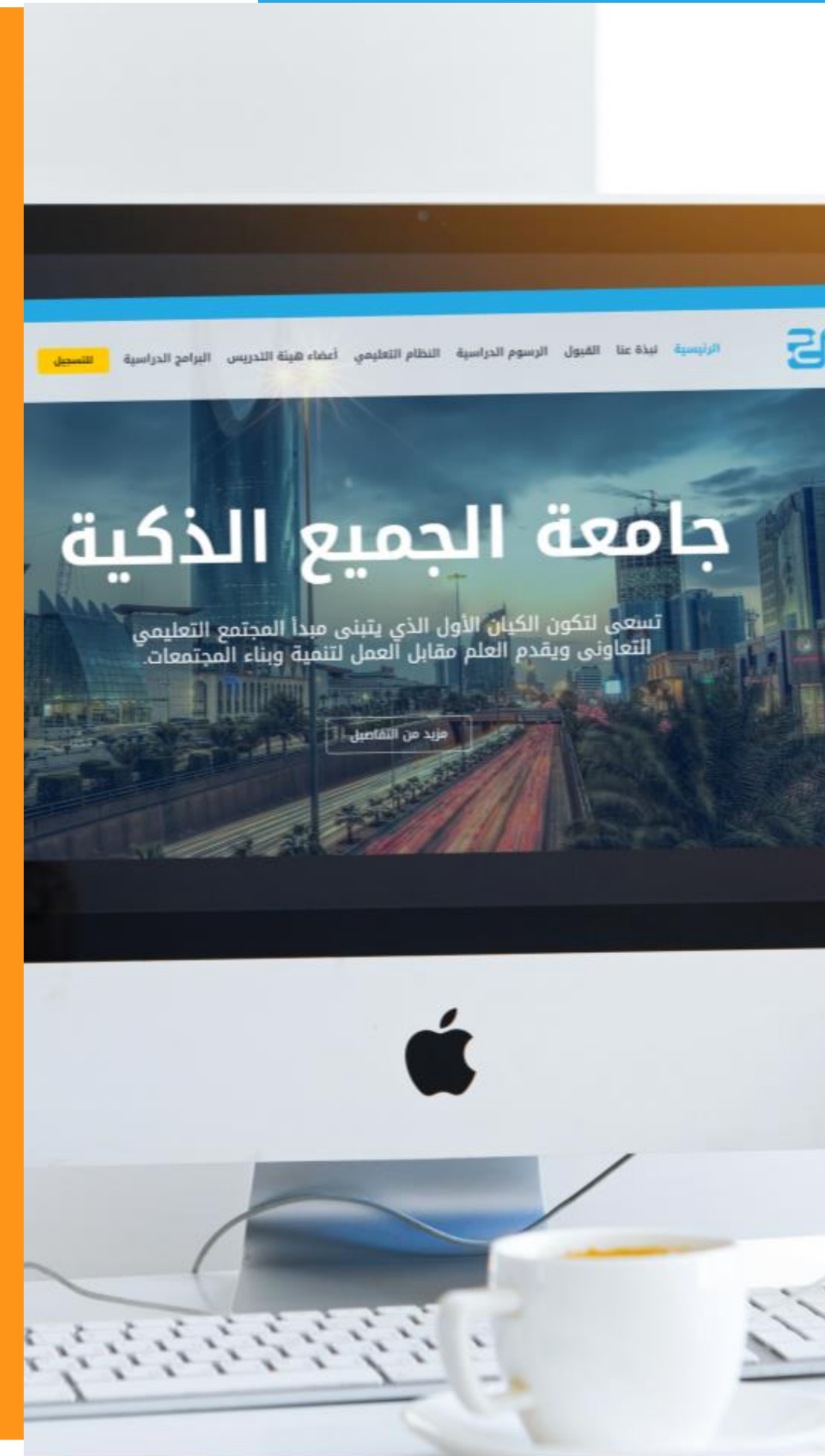
You have to create your website **site map** (read more [here](#)) and submit it to Google Search Console tool so that Google can crawl it and report back to you about any issues they might find.

You also need to use **https** (Hypertext Transfer Protocol Secure), to secure your website. This matters to Google because it priorities the secure sites with https over the other sites.

Read more on the HTTPS [here](#)



Google Search Console Report



Content Structure & Quality

In the past, Google used to look for specific keywords in your content, your headline, your headings, and URL. The more frequent they find these keywords in your page, the higher your chances to rank on those keywords - **Keyword Density**

Luckily, Google algorithms are getting smarter and smarter over time. Google now is paying attention to the whole user experience and the value you're providing to the users. So, stuffing keywords in your page is probably not a good idea now, because Google considers this as a low quality content.

Instead, Your content should contain the target keywords naturally, once every few lines. Also you need to put related and secondary related keywords, because Google expects to see those related keywords in your content.

Same thing for synonyms

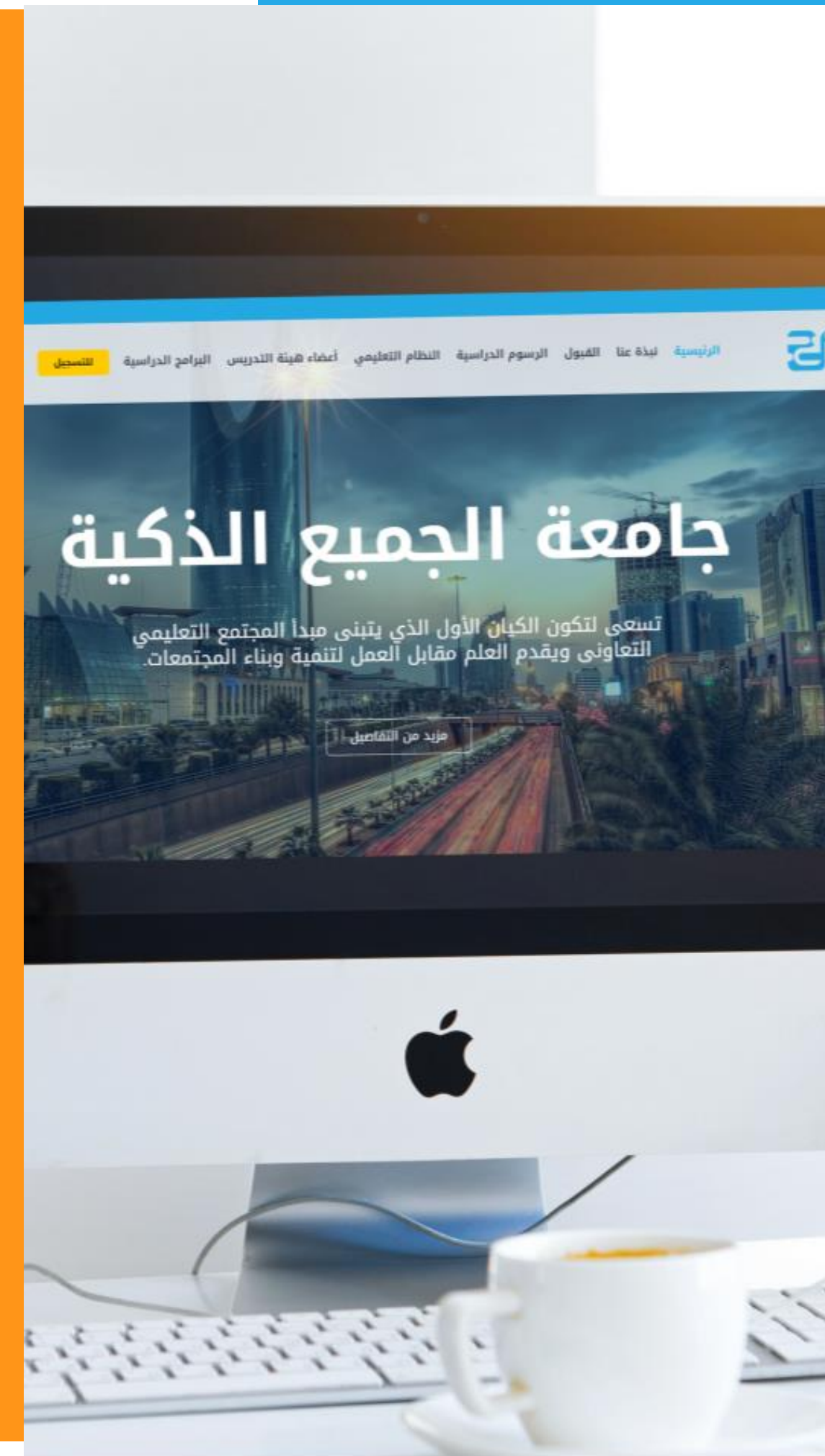
Shoes

Lather Shoes

Shoes

Fashion

Keyword density is the percentage of the number of times a keyword appears on a page divided by the total number of words in that page.



Content Structure & Quality

Remember...

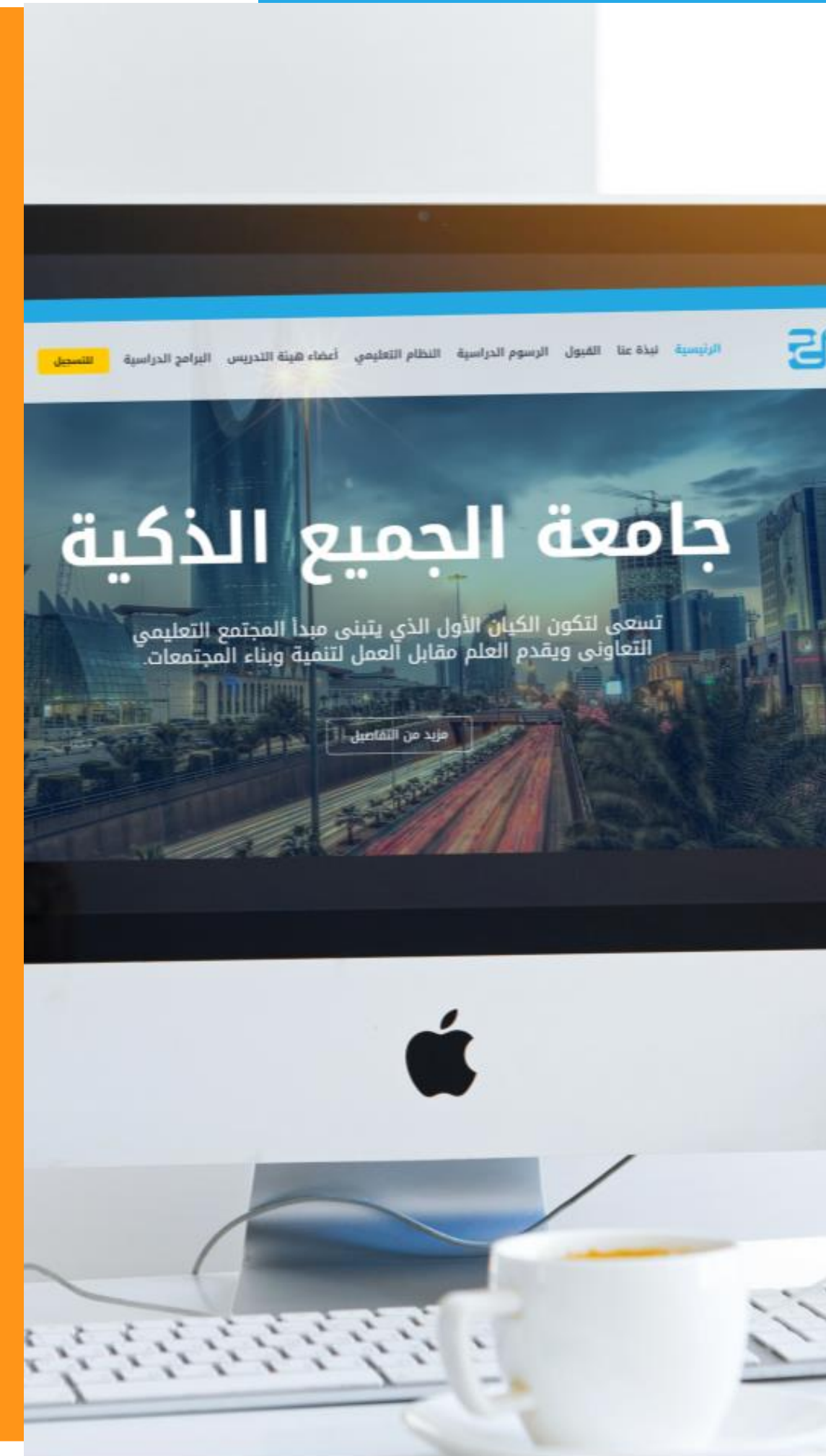
Every search query is considered as a question, so think of your content as an answer to this question.

Google looks at your webpage content and measures how it answers the search questions related to it. So you need to develop your content to add value to your readers, not just to appeal to search engines.

The game has changed, and the most important thing now is adding value and providing unique content

Keyword	Related Keyword	Sec. Related Keyword
Lather Shoes	Sneakers	Casual clothes
	Heels	Fashion
	Pants	

*Keyword stuffing refers to the practice of loading a webpage with **keywords** or numbers in an attempt to manipulate a site's ranking in Google search results.*



6

Google!



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Site Speed

Google indicated that site loading speed is one of the ranking factors they strongly consider. So you need to optimize your site to make it fast in loading, especially on mobile.

Few tactics you might want to consider:

Optimize Images: Make sure to use images with small sizes and with PNG and JPG formats. There are many online free tools that you can use to compress your images while keeping their resolution the same.

Minify CSS and Javascript Codes: By optimizing the code you can increase your site loading speed. Make sure to remove any unused code as well.

Reduce Redirects: Page redirects doubles the time needed for your site to load. By reducing pages that redirect to other pages, you will cut the loading time and provide a faster experience for your users.

Read more: <https://moz.com/blog/how-website-speed-actually-impacts-search-ranking>

Use Google Page Speed Insights tool to analyze your site speed on desktop and mobile:

Page Speed Insights

41

<https://m.youtube.com/>

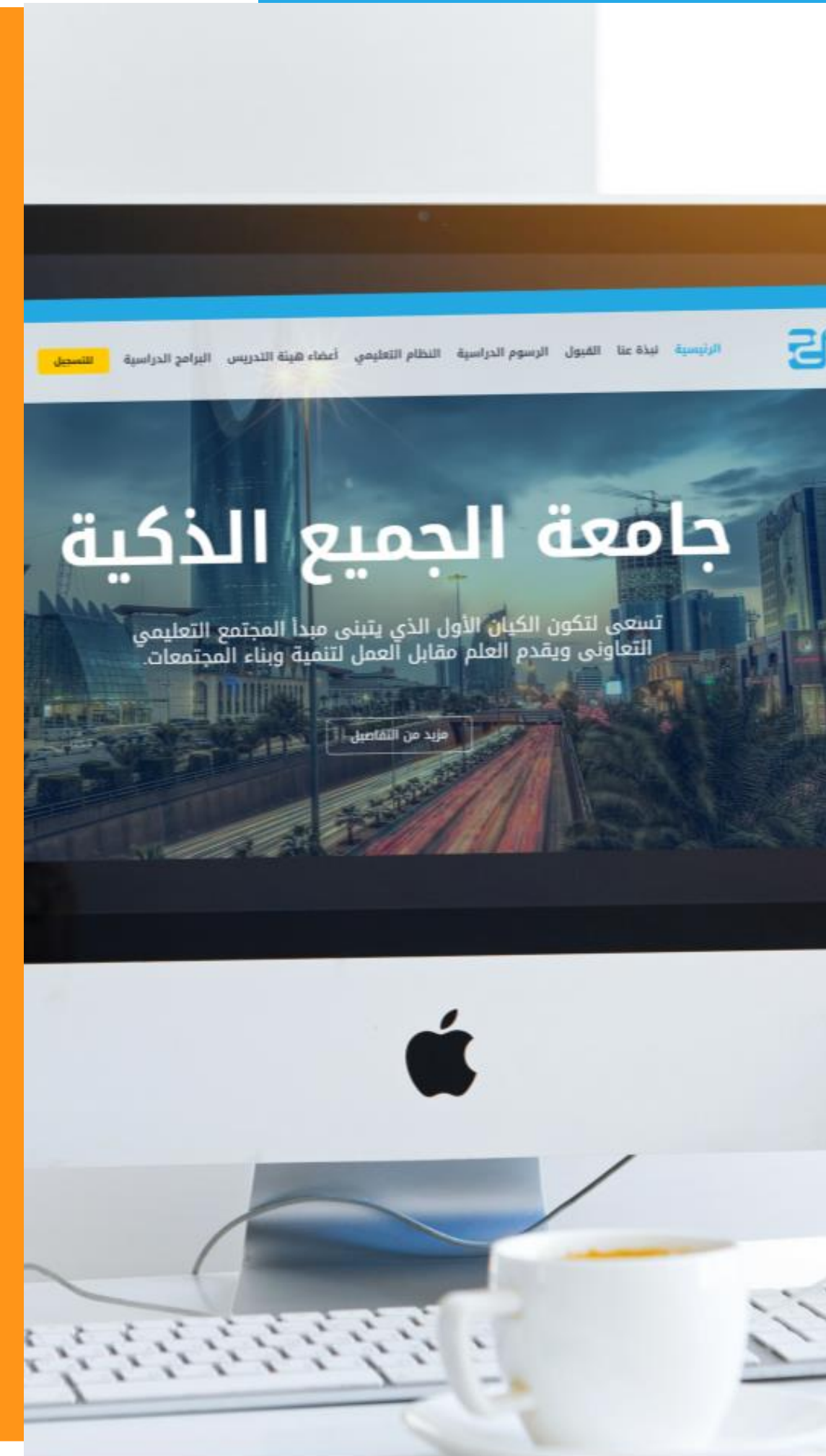
0-49 50-89 90-100 ⓘ

Field Data — Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the [Chrome User Experience Report](#). We are showing the **75th percentile of FCP** and the **95th percentile of FID**.



☐ Show Origin Summary

Site speed report from Google's Page Speed Insights



Mobile responsiveness

More than half of the searches done on Google are via mobile devices.

In April, 2015, Google rolled out **Mobile-friendly update**. Which means, according to Google:

Today's the day we begin globally rolling out our mobile-friendly update. We're boosting the ranking of mobile-friendly pages on mobile search results. Now searchers can more easily find high-quality and relevant results where text is readable without tapping or zooming, tap targets are spaced appropriately, and the page avoids unplayable content or horizontal scrolling.

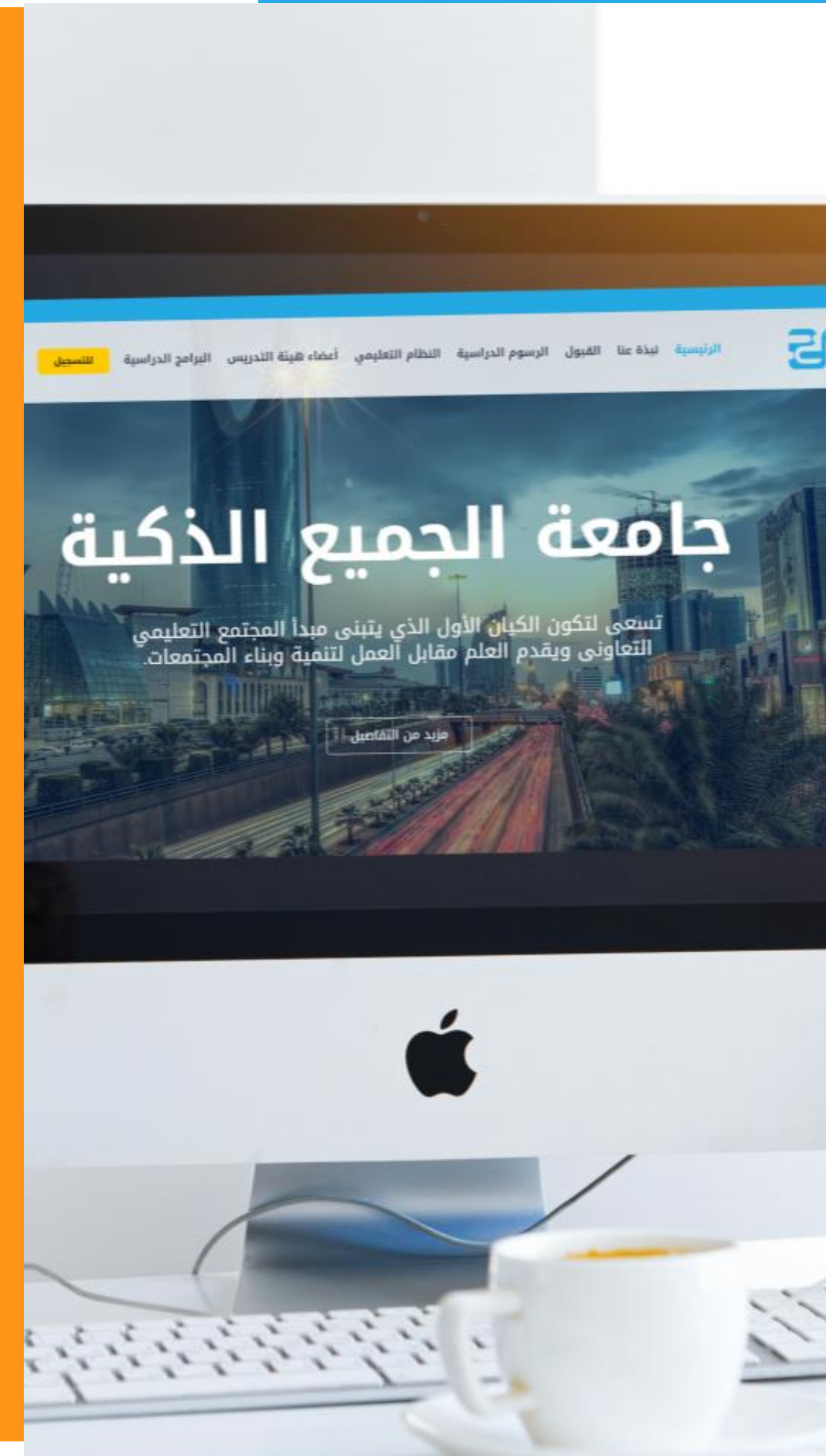
So It's now essential for a website to perform well in Google search results, to have a mobile-friendly interface.

Reference: <https://webmasters.googleblog.com/2015/04/rolling-out-mobile-friendly-update.html>

RESPONSIVE WEB DESIGN



designed by freepik.com



A backlink is created when one website links to another

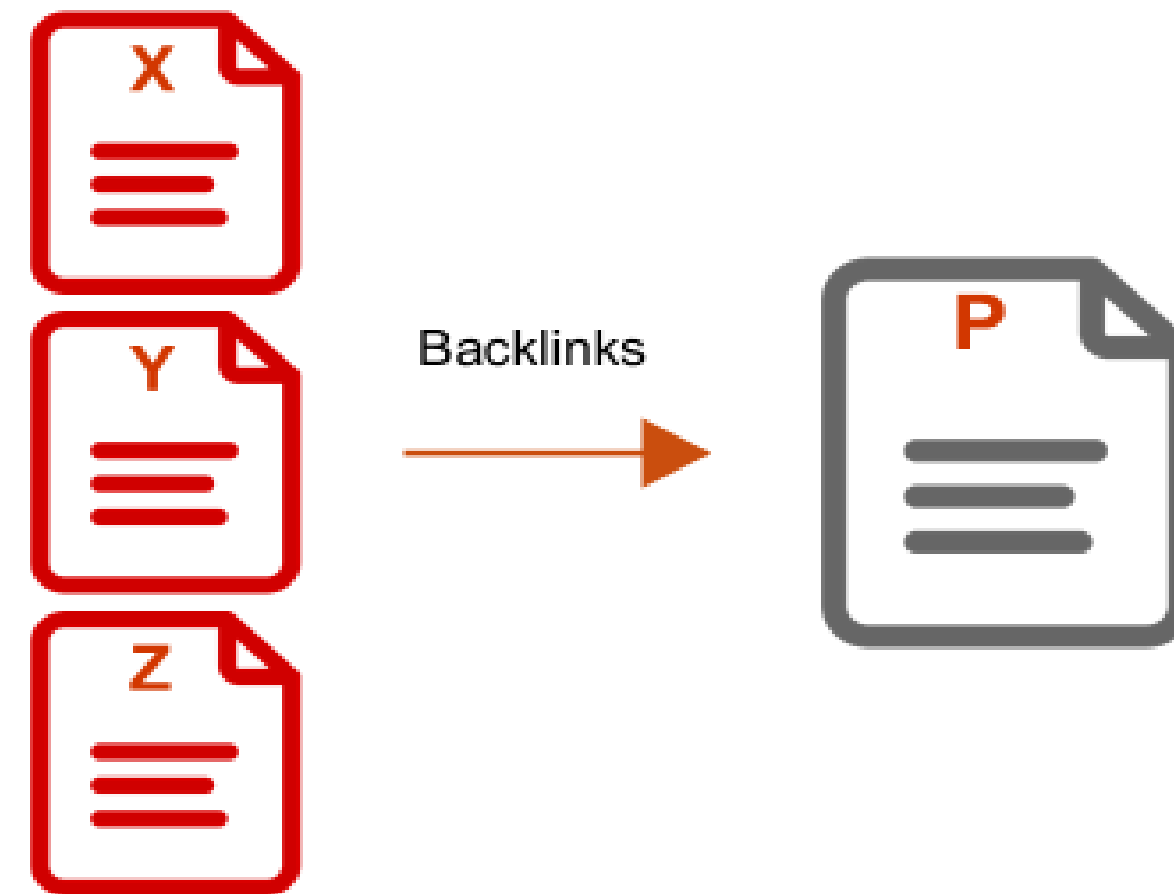
Backlinks are very important to SEO because as mentioned in the basic concepts, it defines how important your website is and it gives you the 'authority' that your website needs to rank higher on Google search results.

Make sure you get links to your website from high- authority sites that are popular and trustworthy. And of course avoid backlinks from spam domains or sites. So you need to think twice before going online and buying backlinks with money.

If you're a beginner, a great strategy for you is to look for your top competitors' websites, and see who is linking to them. This will give you a directory of websites that you will need to get links from.

Reference and more:

Quality Backlinks



Anchor text — or link text — is the visible, clickable text of a link. It usually appears in a different color than the surrounding text and is often underlined. Good link text tells the reader what to expect if they click on the link.

6

Google!

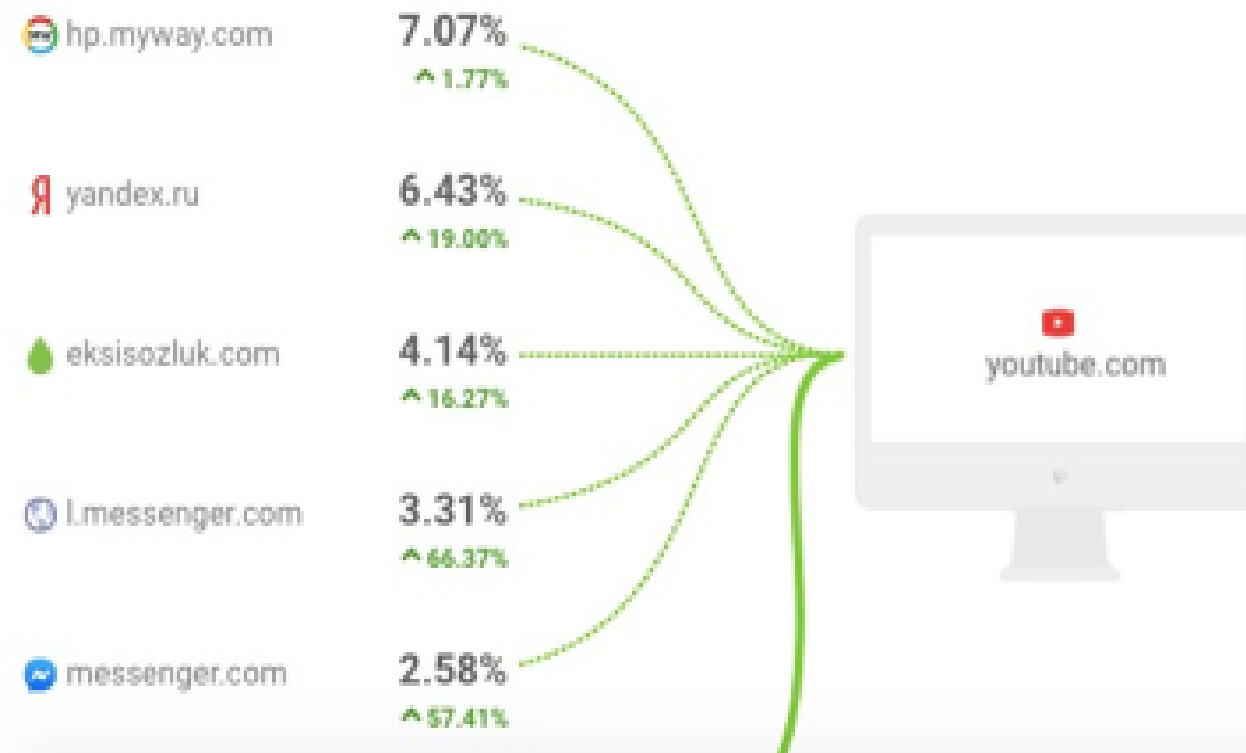


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Quality Backlinks



Top Referring Sites: ①



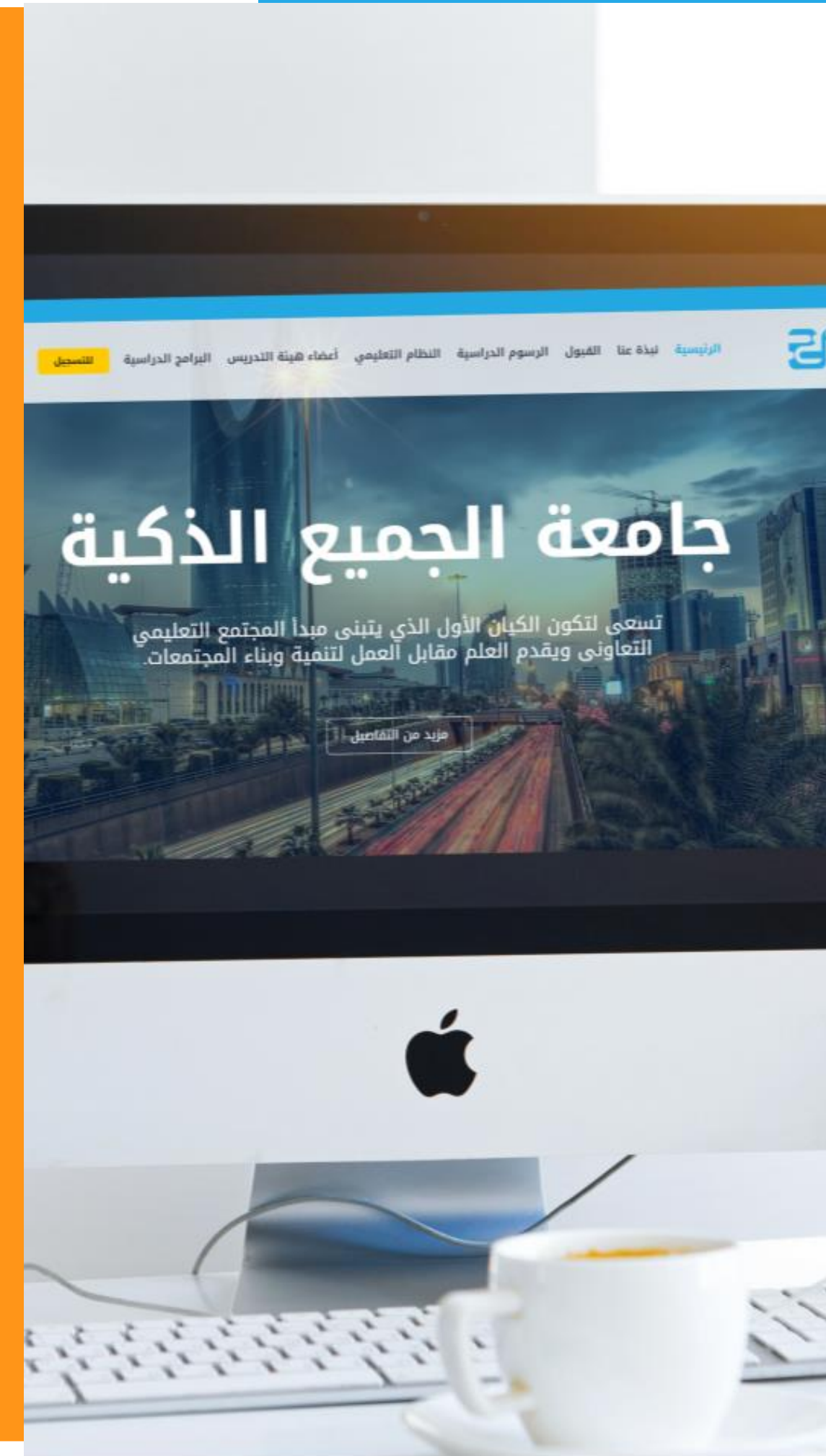
Top referring sites to [youtube.com](https://www.youtube.com)
Analyzed by [Similarweb.com](https://www.similarweb.com)

But how you can know such information?

You can go the easy and simple way by analyzing your competitors' websites using a tool like: [similarweb.com](https://www.similarweb.com)

The tool will show you the top referring sites, which implicitly means that these are the top sites generating backlinks for your competitor.

Or you can use a more sophisticated tool like [Moz Link Explorer](https://moz.com/link-explorer) to get the website's link data.



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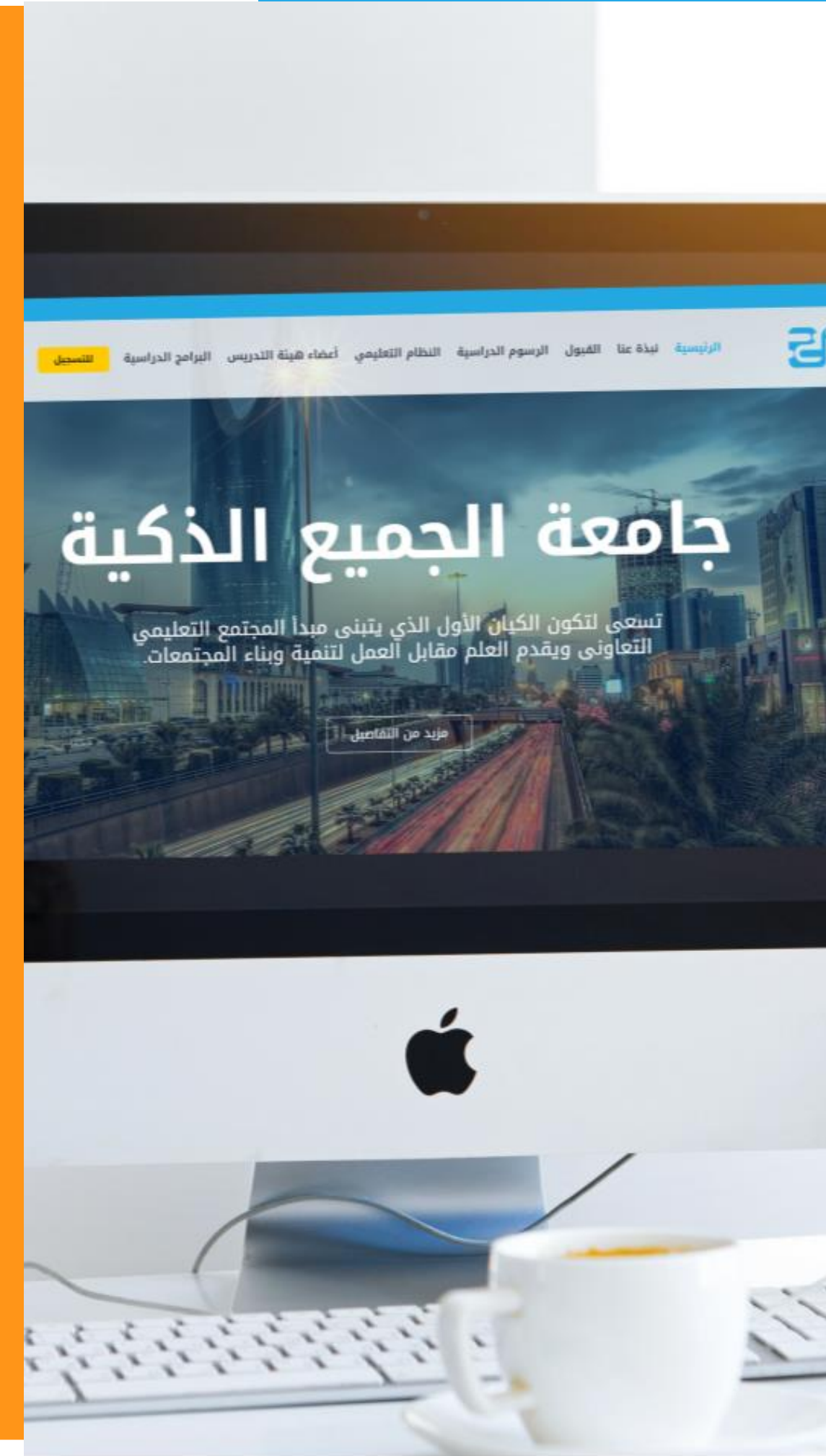
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Useful Tools and Resources



Google Speed Insights Tool

<https://developers.google.com/speed/pagespeed/insights/>

Google's tool to test your website speed. The tool takes only a few seconds to analyze any given URL and provide a detailed report about the speed and overall site performance. It also gives recommendations for speed optimizations for the inspected URL

41

<https://m.youtube.com/>

0-49 50-89 90-100 ⓘ

Field Data — Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the **Chrome User Experience Report**. We are showing the **75th percentile of FCP** and the **95th percentile of FID**.

First Contentful Paint (FCP) 2.7 s

5% 74% 21%

First Input Delay (FID) 98 ms

95% 4% 1%

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تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل



SimilarWeb

similarweb.com

SimilarWeb is a website that provides web analytics services for businesses. The company offers its customers information on their clients' and competitors' website traffic volumes; referral sources, including keyword analysis, and more.

Traffic Overview ⓘ

Total Visits ⓘ

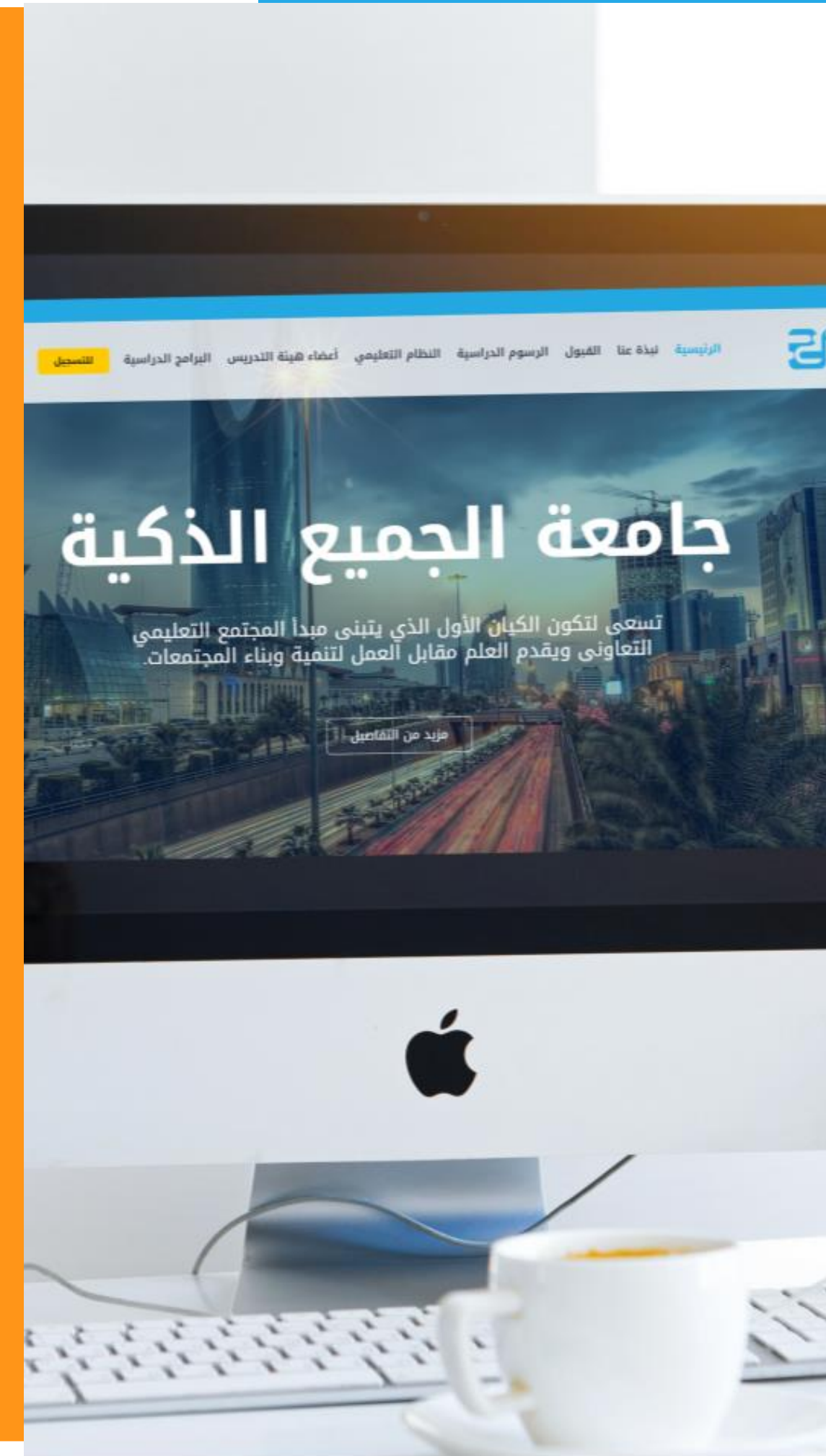
On desktop & mobile web, in the last 6 months



SimilarWeb ☒ Google Analytics

Engagement

Total Visits	31.35B ↑ 14.56%
Avg. Visit Duration	00:21:59
Pages per Visit	9.22
Bounce Rate	25.31%



1. We learned digital terminologies & metrics
2. We studied How Search Engine Works and how it Crawls, Index and Rank websites
3. We knew what is Website Authority and what are Links
4. We studied the Top Search Engine Ranking Factors to be considered
5. A quick guide to Rank Higher On Google

