

Czech University of Life Sciences Prague

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Diploma Thesis

The impact of SEO on business results

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DIPLOMA THESIS ASSIGNMENT

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Informatics

Thesis title

The Impact of SEO on business results

Objectives of thesis

The main objective of the diploma thesis is to investigate and to analyze best SEO practices to implement into web development and to determine the link between online research, positioning, site visits and the improvement of the overall business.

The partial goals of the thesis are such as following:

- to make a comprehensive literature review of SEO techniques and strategies;
- to evaluate a current state of SEO in the chosen website;
- to develop a new SEO strategy, implement into a website, compare and evaluate results.

Methodology

Methodology of the thesis is based on study and analysis of information resources. The SEO techniques and strategies will be investigated through theoretical and descriptive considerations. In order to achieve the objectives of the research, secondary data from a professional and scientific literature will be used. A primary data will be obtained from the selected organization via interview and survey. Descriptive, causal and statistical methods will be used to collect relevant data. Based on the theoretical findings and results of the practical part, final conclusion and recommendation will be formulated.

The proposed extent of the thesis

60 – 80 pages of text

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SEO, online, website, webpage, traffic, organic search, URL, content, google trends

Recommended information sources

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Declaration

I declare that I have worked on my diploma thesis titled "The Impact of SEO on business results" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break the copyrights of any other person.

In Prague on 20.10.2019

JOVANA MARCETA

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The impact of SEO on business result

Abstract

This diploma thesis deals with Search Engine Optimization, or shortly SEO, which is very important nowadays for online success for all types of businesses. Therefore, this thesis goes through a literature review about SEO methods and tools, On-Page Optimization, Off-Page Optimization, SEO metrics, and strategies.

The practical part applies methods from the theoretic part to perform a website optimization for an online job board platform. It starts with an analysis of the current state of SEO using exploratory data analysis. The practical part shows the explicit use of the theoretical knowledge from this thesis to perform a website optimization with the main focus on critical points found during the current state analyses, then evaluation of the results after six months of monitoring. In the end, the conclusions of this work are formulated based on the analysis of the optimization results.

Keywords: SEO, online, website, webpage, traffic, organic search, URL, content, google trends

Dopad SEO na obchodní výsledek

Abstrakt

Tato diplomová práce se zabývá optimalizací pro vyhledávače nebo krátce SEO, což je v dnešní době velmi důležité pro online úspěch pro všechny typy podniků. Tato práce proto prochází literární rešerší o metodách a nástrojích SEO, optimalizaci na stránce, optimalizaci mimo stránku, metrikách SEO a strategiích.

V praktické části jsou použity metody z teoretické části k provedení optimalizace webových stránek pro online platformu pracovních desek. Začíná analýzou současného stavu SEO pomocí analýzy vysvětlujících údajů. Praktická část ukazuje explicitní využití teoretických poznatků z této práce k provedení optimalizace webových stránek s hlavním zaměřením na kritické body zjištěné při současných analýzách stavu, poté vyhodnocení výsledků po 6 měsících monitorování. Závěry této práce jsou formulovány na základě analýzy výsledků optimalizace.

Klíčová slova: SEO, online, web, webová stránka, provoz, organické vyhledávání, URL, obsah, trendy Google

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1. Introduction

Internet, as a global source of information, today is an indispensable part of our everyday life. Billions of people use the Internet every day for finding information, shopping, booking, and social networking. By developing wireless technologies, the Internet has become available on almost every mobile device.

Today there are over 800 million different sites from all possible categories, themes, and types of content in different languages. (Internet live stats, 2019) In order to find the content he is looking for, the user relies on search by keyword or phrase.

According to a survey (Hubspot, 2019), 76% of people are more likely to search on the Internet than any other source when searching for the information they need. After the search is performed, the page selection between the results is followed. Out of the total number of respondents, 35% said that they look only the first few items on the search results page, and 34% of them rarely go to the other pages of the search results. Because of these user habits, it is clear why good ranking in search results is critical. The further growth of the search trend has led to the search becoming the primary tool in everyday Internet usage and a vital tool in Internet marketing.

Every business is experiencing changes. Doing business in the virtual market is a challenge for many businesses. Every month, around 12 billion searches are executed through Google. Over the past decade, there has been a huge advancement in browser algorithms, all in order to make search engines better used by people in terms of reliability and speed of finding content in accordance with search requirements. Although the "best result" is a subjective measure, search engines are able to evaluate which sites can appeal to users. Search engines cannot understand the text, view images or videos in the way a person can. In order to better understand the content, they rely on many factors in ranking the content. The algorithms and ranking factors are kept strictly secret, but the search engines have published guidelines, and their implementation provides excellent results.

Search engine optimization (SEO) we can define as all the activities of optimizing the website (content, links, technical SEO) to increase the amount of traffic to your website through organic search results.

Although many search engines have been broadly used, the paper deals with the general principles of optimization for Google due to the fact that Google is the most used. The results

of the survey show that in 2018, 67.6% of the total search was done on Google. (Hubspot, 2019)

Therefore, the focus of work will be on website optimization for Google. In addition to the guidelines, the search engines have also made use of various tools. These tools can help a lot in the process of optimizing and analyzing results.

Google often improves its algorithms and change ranking criteria. That is why search engine optimization is an area where new theories and new methods are continually evolving, and web developers need to keep up with these changes. This paper describes the latest trends and results, techniques, and tools in the field of SEO.

2. Objectives and Methodology

2.1 Objectives

The main objective of the diploma thesis is to investigate and to analyze best SEO practices to implement into web development and to determine the link between online research, positioning, site visits, and the improvement of the overall business.

The partial goals of the thesis are such as the following:

- to make a comprehensive literature review of SEO techniques and strategies;
- to evaluate a current state of SEO in the chosen website;
- to develop a new SEO strategy, implement into a website, compare and evaluate results.

2.2 Methodology

The methodology of the thesis is based on the study and analysis of information resources. For the elaboration of the theoretical part, secondary data was obtained both from printed professional and scientific literature, and online resources and primary data was obtained from the selected organization via interview and survey. Also, for the purposes of the theoretical part, a search-compilation method for collecting data and successive sorting for their interpretation and data analysis has been used. The SEO techniques and strategies have been investigated through theoretical and descriptive considerations. The practical part of the work is focused on developing an optimization strategy using keyword determination methods, source code optimization, and link building for the selected real project.

Descriptive, causal, and other statistical methods such as A/B testing, sample analysis, and graph analysis have been used to collect and analyze relevant data. Also, different metrics have been used for comparing and tracking SEO performance. The data analysis itself comprises mainly of studying time series of data, their relationships, and development. Based on the theoretical findings and results of the practical part, all the overall results are evaluated, and the final conclusion and recommendation are formulated.

3. Literature Review

In this chapter, all the theoretical information regarding the topic of the thesis is put together, in order to reveal the SEO itself. This literature review will be divided into two parts. In the first chapter, search engines and search engine optimization will be explained. In the second chapter, this thesis will analyze the different SEO methods and techniques. This chapter provides an extensive insight into these activities, starting with comprehensible definitions, followed by the explanation of how they are used and for what purposes, also considering the procedures of their implementation and maintenance.

2.3 3.1. Search engines and search engine optimization

According to the Amazon statistics (Linden, 2015) from October 2018, 91% of the adult internet users use search engines to find information on the Internet. Also, 65% of users perceive online search as the most reliable source of information about people and companies. Being found on the Internet is imperative for every online business, and SEO is a technique of determining which websites deserve to be highly positioned for each search query entered into its search engine. In continuation will be provided an introduction to search engines and explanations of the most significant SEO methods and techniques.

3.1.1. Search Engines

Search engines can be defined as a software, generally approached on the Internet, that searches a database of information per the user's query. They give a list of results that best match the user query. Nowadays, there is a lot of various search engines accessible on the Internet, each with their own capabilities and characteristic.

A search engine is the initial point of every search and the ideal place for the first step for businesses to sell their products. SEO requires a basic understanding of how search engines work, constantly monitoring changes to the search algorithm that change very often. A search engine is a software program that searches documents and files through the Internet according to the user's query and returns the results of any files containing those keywords from the user input. The web allows people to share the information accessible on the websites through generally well-known search engines.

The search engine will look up at many web pages to find matches to the user's search query. It will return results ranked by relevance and popularity by the search engine. The search

engines are divided into three fundamentally different categories: crawler-based search engines, human-powered directories and Hybrid engine (Ledford, 2007)

- **Crawler-based engines:** A crawler-based search engine uses an automated software agent (called a crawler) that digs through individual web pages, pulls out keywords, and then adds the pages to the search engine's database. Basically, the crawler gets a list of URLs to visit and store. When a crawler gets to the site, they request a file called “robots.txt” that tells the search crawler which files it can request, and which files or directories it can not visit. (Jerkovic, 2009). When a user does a search, they use their database and display the results according to its relevance. The more the page is relevant, high will be its ranking on search result pages. Web crawlers will visit the website repeatedly, and they can “see” if a website is stable. The most used crawler-based engines are Bing and Google. Google controls approximately 90 percent of the global search engine market. (Linden, 2015)
- **Human-powered engines:** Human-powered search engines depend on human editors who filter the search results and assist users in clarifying their search requests. They are called directories. They provide users with a limited number of relevant results.
- **Hybrid engines:** Hybrid search engines use a combination of both crawler-based results and directory results. Most search engines these days, including Google, are moving to the hybrid category.

Some search engines contain even billions of pages, and when the user submits a query, they display the results according to their significance. This significance is usually defined by using different algorithms. Every search engine has different algorithms for choosing the most relevant content to display. Its results may be based on the user's location, search history, language, device, and the most popular results for the searched term. When a user enters a search query into a search engine, all relevant pages will be identified from the index and an algorithm and ranked based on their importance and relevance.

Search engine optimization commonly demands making small modifications to parts of the website. If examined severally, these modifications might seem like step-by-step improvements. However, when if integrate with other optimizations, they could have a noticeable impact on website performance and ranking in search results. Search Engine Optimization helps search engines to understand better and display content.

3.1.2. Search results

There are two types of results on the search results page: paid and organic results. Paid results are those that have been paid to be displayed by an advertiser, and they are generally located on the top or in the right corner of the page. Of course, the site will not appear on each page of the search results, but only on the one that is done by relevant keywords. Organic search results are obtained exclusively through the algorithmic indexing process.

SEO refers only to rankings in the organic search results. Often there is a theory that the site in the paid results will be better ranked also in the algorithmic search. This theory is not proved. Search engines have a strict division between these two types of results. The payment of a campaign can increase traffic, but cannot influence the better ranking of the site. Therefore it does not belong to the process of SEO. (Kibbe, 2012)

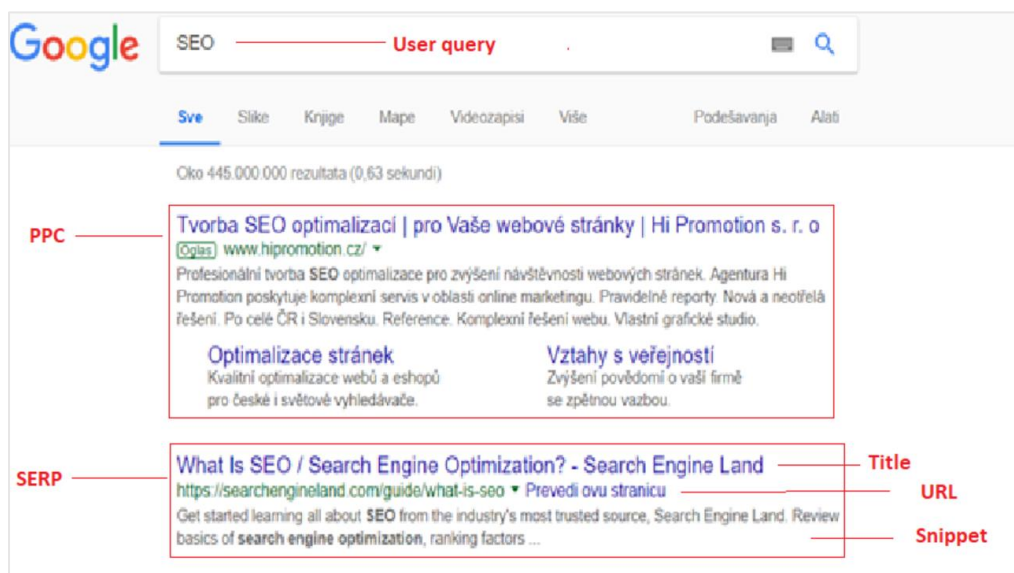


Figure 1 The google search result page for the user query [source: own]

The search engine result page (SERP) is a page that results from a search and consists of a ranking list of results. In the first place is the result that the search engine considers as most relevant to the query, which provides the best content. Each result in the list represents a website with additional information: title, URL, and a brief description of the page. The page description contains a couple of lines of text that serve to help the user to select the page from the search results, and it is called a snippet.

A high ranking in search engine result pages (SERPs) has become a business necessity. The higher rank in the result page can bring more visitors. More visitors will bring higher conversion. Competition is nowadays higher than ever. Someone can have the best product,

but if his website does not appear on the first google result page, his product will remain invisible to potential customers.

3.1.3. Key Words

Keywords are the words and phrases that potential website visitors put into a search engine in order to find websites that match what they are looking for. They are also called search queries. (MOZ, 2019). Basically, keywords pick up the core of the web site. To decide which keywords should be used on our website, we can start by asking ourselves the most simple but relevant question. Who needs the services that we offer? It is an elementary question, but one that will be the most important in searching for the correct keywords and having the best search engine optimization. For example, if we are a job board platform, we would want to use words such as job or jobs (which is a too broad term), marketing jobs, full-time jobs, freelance jobs, or other such words that can come to our mind when we think of our product. It is also important to remember to use words that real people use when talking about our products. For example, using the term "perfect resume examples" as a keyword will probably not result in a good ranking because people thinking of how to write a perfect CV do not search for "perfect resume examples" They search for "CV" or something even more specific, like "CV template." Shortly, we need to know our company objectives and our audience. We also need to investigate what our competitors are doing, and for which keywords they are optimized.

The Internet is most often searched by typing words into the search box. These words, which are searched for, are called keywords, and a combination of keywords is called a key phrase. Before starting the optimization process itself, it is necessary to make keyword research. The keyword research helps in better understanding our target market and how users are searching for our content. Keyword research needs to give us not just an insight into what people are searching for but also how many people are searching for specific terms.

This research aims to create a list of the words that best describe the website and its content for which optimization will be continued. For this process, it is necessary to know the central theme of the site, the areas we need to compete in, and also to study competitive sites. Many web developers make a mistake trying to optimize the site for just one keyword. The survey (Hubspot, 2019) showed that 33% of the search on the Internet consists of a combination of two keywords, 26% of the three keywords, and 21% of the query has four or more keywords in it. Only 20% of the searches had one word in the query. When the search is done by one

word, the results are not sufficiently precise. Therefore, it is essential that when analyzing keywords to investigate what users are really looking for, which words they use in queries, and which sites will get results for those queries.

Keywords are more about the audience than about the content. In order to create content that ranks well and leads visitors to the website, it is critical to perceive the needs of those visitors - the language they use and the type of content they are looking for. The tool that can help in this research is Google AdWords Keyword Planner (Google Keyword Planner, 2019)

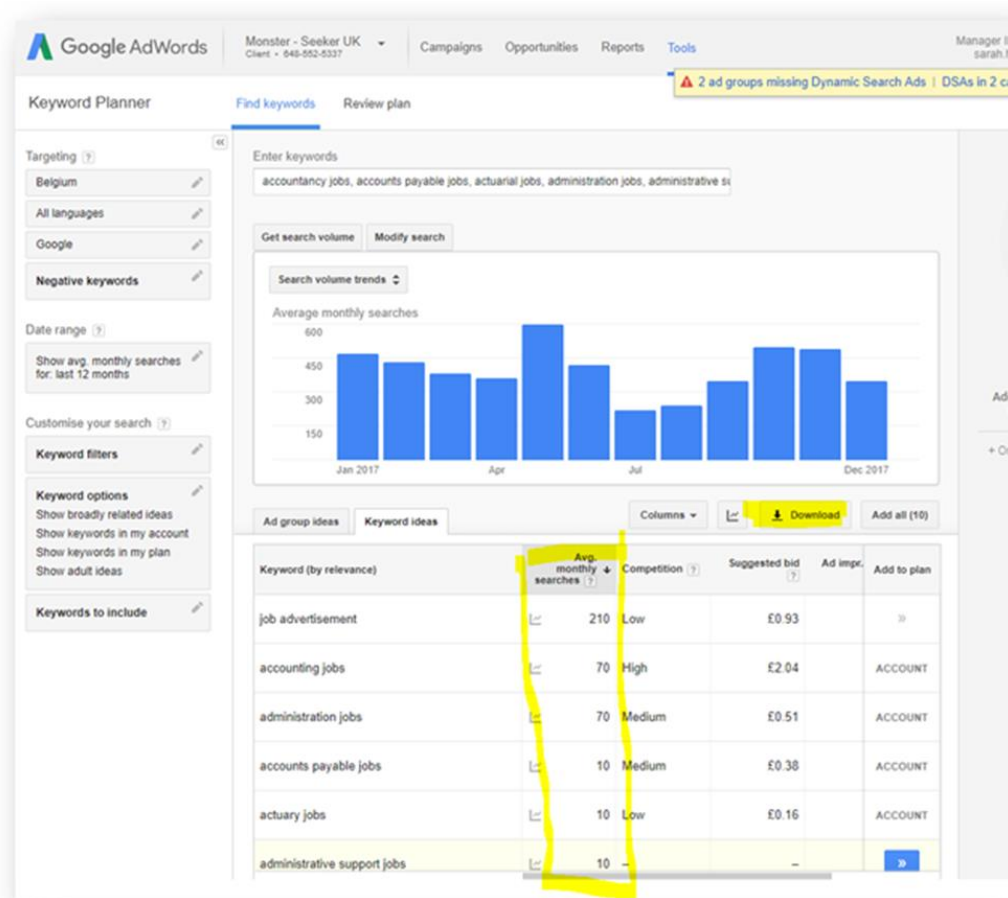


Figure 2 Keyword research[source: own]

High-quality pages are usually full of words that are semantically linked to primary keywords. This becomes an increasingly important factor for optimization because search engines increasingly use artificial intelligence to understand the content of the page.

3.1.4. Google tools

Google has performed several algorithm updates and alternations during the past few years. Every year it seems Google presents a new ranking factor. In 2014, HTTPS became a ranking signal. In 2015, mobile usability became a ranking factor. Then, 2016 shifted content

development as Rank Brain came onto the scene. Moreover, in 2017, there was a more significant push for more HTTPS websites. Now, in 2019, mobile page speed seems to be the next significant ranking factor to focus on. (Dean, 2019)

Two fundamental algorithm changes are significant in terms of how we think about content and keywords: (Barysevich, 2018)

- Hummingbird: This update gave Google the power to understand full queries, not just discrete keywords as part of a search. Hummingbird introduced the concept of semantics. It means that pages that better match searcher context and intent will rank better than pages that repeat context-less keywords. Optimizing our website pages for a single keyword from top to bottom is no longer an applicable SEO tactic, nor does it look natural to people.
- RankBrain. It also seeks to understand the user intent behind queries. However, unlike Hummingbird, it has a machine-learning component. This update gave Google the capability to understand queries it had never processed before and created associations necessary to be able to understand the full meaning of the query to return outputs through machine learning. It is one of the three most prominent ranking signals, along with content and links.

Google offers many tools useful for SEO. Some of them are free. Marketers specifically should take advantage of these tools to get more out of their search engine and social media marketing experience. According to the Search Engine Journal, these google tools bellow are cited as the most popular. (Search Engine Journal, 2018)

3.1.4.1. Google Analytics

Google Analytics is a free web analytics tool provided by Google that allows tracking and measuring website traffic with authoritative insights and reports. Google Analytics employes a JavaScript code to reach information from websites. Google Analytics is now the most widely used web analytics service on the web. (Analytics, 2019)

3.1.4.2. Google Trends

Google Trends is an ideal tool to identify trending searches on Google. It helps us to see how phrases are trending up, trending down, trending in a cyclical pattern, and identify regional patterns. It gives an insight into what keyword searches are currently accessible on Google search. (Google trends, 2019)

3.1.4.3. Google Page Speed Insights

It checks the speed and usability of the website on multiple devices. After entering a URL, this tool will test the loading time and performance for desktop and mobile and suggest overall ideas of how to make a website faster. (PageSpeed Insights, 2019)

3.1.4.4. Google search console

Google Search Console can help us to measure a website search traffic and performance. It provides a full insight related to keywords and URL performance, mobile usability, sitemap status, et cetera. (Google, 2019)

2.4 3.2. SEO techniques

As already mentioned, search engine optimization (SEO) is the process of improving the quality and quantity of the website traffic from the search engine through algorithmic (unpaid) search results. The goal of SEO optimization is to improve website rankings in search results. If the website is better ranked, the number of visits to the site will be higher. The goal is also to increase online brand visibility. Many searchers will interpret high ranking as brand affirmation, assuming that the best brands will be high positioned in the search results page. However, the goal of SEO is not just to bring more traffic to the website, and it is to bring targeted traffic that takes action.

SEO optimization can refer to different types of searches, including image search and local search. Website optimization primarily involves changing the content of pages and HTML codes that leads to better ranking in search results for specific keywords, as well as removing barriers that may disable site indexing.

We can say that SEO is the way to customize the content of a website when creating web presentations in order to provide secure usage for both visitors and search engines. Search engine optimization often involves making minor changes to website parts, and all those changes associated with other optimizations may have a significant impact on user experience and website representation in algorithmic search results. The search engine term refers to the design and structure of the web site, the menu, and the customization of the external and internal structure of the links to make them easier for indexing.

SEO techniques can be divided into two primary groups: on-page optimization and off-page optimization.

3.2.1. On-page optimization

Narrowly related to user experience is the on-page optimization that includes all the measures that can be taken directly within a website to improve its position in the search rankings. On-page optimization refers to the techniques applied on web pages. In other words, those are techniques used to optimize content (what users see) and website structures (what search engines see). There is no standard guide for on-page optimization. Therewithal a simple guide does not exist. Within this part, the objective is to cover the majority of the most common factors.

On-page optimization includes work on components that directly affect the website and are divided into (Jerkovic, 2009)

- Optimization of the code - includes changing and adding code, metadata, alt attributes
- Content optimization - how content will be displayed, how interwoven is the content with keywords
- Link structures - includes the structure of folders and links, creation of navigation crumbs, rewriting of links, et cetera.

3.2.1.1. Optimization of the code

Page Title

Moz defines a title tag as an HTML element that specifies the title of a web page. (MOZ, 2019)

Meta title tags are a significant factor in helping search engines understand what a page is about, and they represent the first image many people have of a website. The title may indicate the name of a site or company and include other important information such as location or area of operation. It should provide an accurate and relevant description of page content. The title is defined in the <title> tag that is within the <head> HTML document element.

The title tag of a page is one of the essential on-page SEO elements, the one which is so simple to get right. The best place to start with search engine optimization is a page title. Keyword usage in the title tag is one of the most important places to use keywords to achieve high rankings.

```
<head>

  <title> 5 Reference Mistakes That Can Cost You The Job </title>

</head>
```

Figure 3 Page title HTML tag [source: own]



Figure 4 Page title location [source: own]

The Page title is the most critical text element for evaluating website relevance. It has been long considered that the titles are an essential SEO on-page element. The page title appears in three key locations:

1. **Page Results** - When a page appears among the results, the text that is written in the <title> tag will be displayed first. Headlines are displayed bold if they match the words from the user query. It helps users to identify whether the website is relevant to their search.
2. **Search field** - When a user enters the website, the title will appear at the top of the search field.
3. **External Sites** - Many websites, especially social networks, will use the title as anchor text.

Search engines may select a different title than the one in the title tag. They can choose a piece of text that matches the user's request. They are aiming to provide the most relevant search results possible for any given search query. It means that very often, instead of displaying a page title, they will display exactly phrases that the user was searching for.

Moz provides the following recommendations for HTML titles: (MOZ, 2019)

- The title should precisely describe the content and theme of the website. Default and unspecified titles are not the right choice, e.g., "No title" or "new page 1".
- Each page should have a peculiar title that helps the browser to perceive how a page is different from other pages on that site. Having one title for all or more pages on the site should be eluded.

- The title should be short but illustrative. Search engines only show the first 65 to 75 characters of the title tag in search results. After this length, the title will be cut off. The cut-off titles can be recognized by ending with three dots.
- Websites that have keywords at the beginning of the title are better ranked, and the likelihood that the user will choose precisely such a result is higher. The optimal format is Primary keyword - Secondary keyword - Brand name.
- Legibility and emotional impact are essential for the title. Creating a credible title will attract more visits. Therefore, it is vital that in addition to optimization and keywords, to consider the user experience as well.
- The title of the page has much influence on the first impression of the visitor. Therefore the title must be attractive.

H1 Tag

The H1 is an HTML tag that specifies a heading on an article or webpage. (Patel, 2018). This is different from the title tag as it appears on the page, at the top of the article. We can think of H tags as a hierarchy, where the main heading on a page is wrapped in an H1, the subheadings in H2 tags, H3 – 6 if there are headings under other subheadings. On one page, it is recommended to use just one H1 tag that should describe the topic of the page.

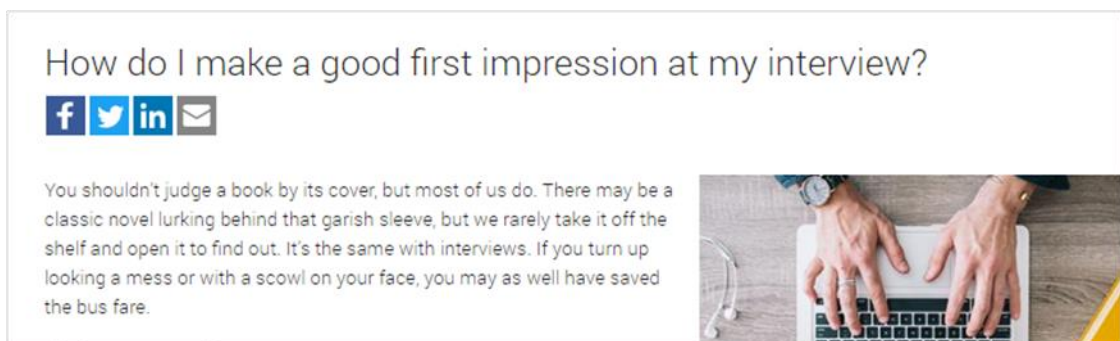


Figure 5 H1 tag example Monster.ie

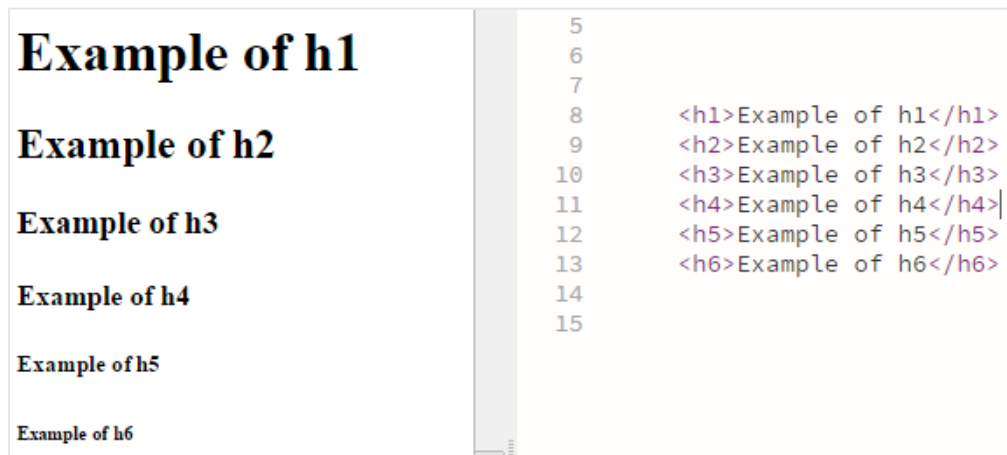


Figure 6 An example of H1-H6 tags [source: own]

According to Search Engine Journal the best practices regarding H1 tag we can summarize as follows: (Halasz, 2019)

- H1 tag should be coherent with the title tag, but not congruent
- It should describe the topic of the page
- It should be between 20-70 characters
- A long-tail keyword should be taken in H1

Meta Description

Meta description (meta tags) transmits to the search engines a summary of the page content and directs the user to a result that offers the information that user needs. While the page title may consist of several words or phrases, the page description consists of one or two sentences or a short paragraph. The information about a website that users see in the SERPs includes title tag and meta description.

A browser can also create a search result of another relevant part from the content of the page if it matches the user's query. The meta description is the unconcealed description, which is (usually, unless Google chooses to pull from elsewhere in your content) displayed on the SERPs. A well-written meta description can be the difference between getting the click and not.

Meta descriptions are HTML attributes that provide succinct summaries of webpages. These are not a ranking factor, but they are a click through factor. (Dean, 2019) They commonly appear underneath the blue clickable links in Google search results.

Like the title tag (<title>), the meta description tag is also within the <head> tag of the HTML document.

```
<head>
<meta name= "description" content="Monster is your source for jobs and
career opportunities. Search for jobs, read career advice from Monster's
job experts, and find hiring and recruiting advice.">
</head>
```

Figure 7 An example of meta description tag [source: own]

A meta description is the primary source of text to form what will appear in the search results. We can explain it the most simple as a summary of a web page. To write a perfect meta description, we should follow recommendations from Google (Google, 2019)

- The description should be a precise and informative summary of the content of the site. When writing a description, using unspecified descriptions (e.g., "this is a big page" or "side of a dog") should be avoided. Writing a description that contains only keywords or long descriptions describing the entire content of the site is also a bad practice, and such descriptions will not be displayed. Searchers will discard descriptions longer than 160 characters.
- Create a unique description for each page, which helps both users and search engines, especially in the cases when multiple pages from the same website are found in the search result. If the website has thousands or millions of pages, writing a description manually is very difficult. In this case, there are tools that can automatically generate a description based on each side's contents, such as the Advanced Meta Tags Generator.

Schema markup

Schema markup is an “out of sight” piece of a website that tells search engines more about your content. (Price, 2017) Schema markup is code added to the website to help the search engines to comprehend better what the site is about and therefore return better search results for the user. For instance, the most simple schema might look like this:

```
|
<div property="address" typeof="PostalAddress">
<p property="streetAddress">459 Humpback Road</p>
<p property="addressLocality">Rialto, Ca</p>
</div>
```

Figure 8 An example of micro formats (Crowe, 2018)

In the example below, the schema markup told the search engines to display a schedule of forthcoming events for the Denver area.

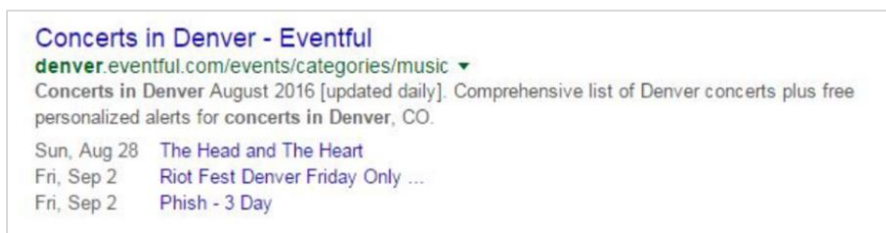


Figure 9 An example of schema markup (Gallegos, 2017)

Schema tells the search engines what the content on the website means, not just what it says. Schemas make it smoother for search engines to single out the primary information on a website.

Optimization of images and videos

A significant part of SEO that can help us to increase visibility is search engine optimized images and videos. Using video and images (which also includes infographics and charts) makes content easier to read and consume. One research (Patel, 2018) has shown that the image captions are read 300% more than body copy. When site visitors arrive on a website, they tend to sweep a webpage. Looking at subheading can give them an insinuation of what the page is about.

When it comes to image optimization, we can talk about optimizing a file name, optimizing the image size, and alt attributes. If our image file has the name “DWI525123.png,” it does not give any indication to Google what the image is about. However, if we name an image “Marketing job in Dublin,” it gives Google a clear clue what the image is about. Here, the best is to use our keywords.

Also, loading time is a crucial part of SEO. If an image is too big, it will take a longer time to load. Consequently, a ranking will drop. That is why it is essential to keep image size optimized, and there are many tools available on the Internet to help us to resize the images. The image alt attribute is appended to an image tag to depict its contents. Alt attributes are significant in terms of on-page optimization for two reasons:

1. Alt text is shown to visitors if any single image cannot be loaded (or if the images are disabled).
2. Alt attributes provide context because search engines can not “see” images.

```
</a>
```

Figure 10 An example of alt tag [source:own]

For e-commerce websites, images often have a deciding influence on how a visitor interface with a page. Google also says (Google, 2018) that helping search engines comprehend what the images are about and how they go along with the rest of the content may help them to serve a page for correlative search queries.

Having optimized videos becomes crucial nowadays and more important than a few years back. Here optimization includes choosing the right platform for hosting videos, inserting a video transcript, and making sure that we use a proper thumbnail image that needs to encourage a user to click on the video.

Robots tag

Sometimes it is not desirable for all pages to be listed and indexed. If there are pages on the website that may have a bad influence on ranking or have data that is not good for the search results, this can be said to the search Robots.txt and Sitemap.xml It means that meta robots tag can tell search engines what to follow and what not to follow.

A robots.txt file is a very basic step webmaster can take to work with search engines. The robots.txt file must reside in the root folder of the website. This is the agreed standard, and there are no exceptions to this rule. A site can have only one robots.txt file. (Jerkovic, 2009) This tag is included in the head section of the HTML document:

```
<head>  
<meta name="ROBOTS" content="NOINDEX, NOFOLLOW">  
</head>
```

Figure 11 An example of robots tag [source:own]

The meta name may be either "ROBOTS" for all the robots or the name of the robots of the specific search engine. Below are the commands that search engine crawlers perceive and follow when they are employed in robots meta directives.

The parameters are not case-sensitive. However, some search engines may only track a subset of these parameters or may treat some guidelines slight different: (MOZ, 2017)

- Noindex: A command for the search engine crawler not to index that webpage
- Follow: Even if the page is not indexed, the crawler should follow all the links on a page and move impartiality to the linked pages.
- Nofollow: Tells a crawler not to follow the links on that webpage.
- Noimageindex: A command for the search engine crawler not to index any images on a page.

- None: Synonymous to using both the noindex and nofollow tags concurrently.
- Noarchive: Tells search engines not to show a cached link to this page on a SERP.
- Nospippet: A command that tells a search engine not to show a snippet of this page.

Sitemaps

Google defines a sitemap as a file where information about the pages, videos, and other files on the website, and the relationships between them are provided. (Google, n.d.) It tells the crawler which files are principal on the website. A sitemap entitles search engines to better crawl website what can lead to better site ranking and can bring in more traffic.

Sitemaps are fundamental to SEO. Our sitemaps tell Google what we want them to index and how often we update our site. With this information, Google will, in turn, resolve which piece of content to employ for a query and how often to crawl our site. Without a sitemap, search engines must rely on website architecture to crawl the site. In case that website is not correctly linked, it will be difficult for search engines to crawl the website.

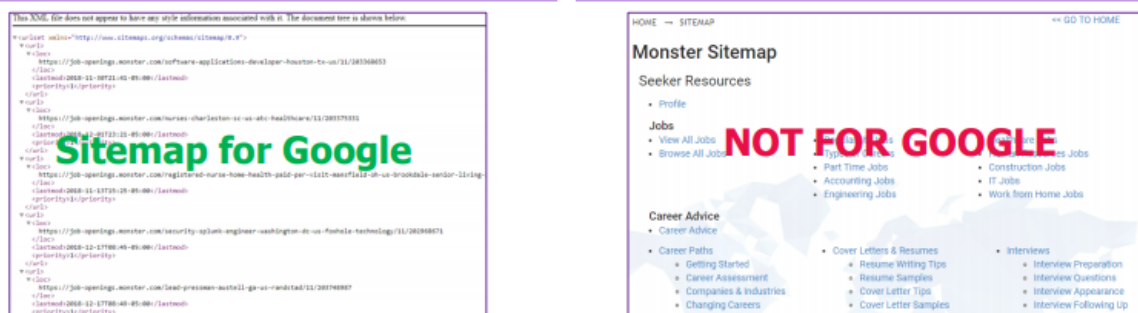


Figure 12 An example of html and xml sitemap [source:own]

“Sitemaps are extremely significant and invaluable content on a Website.” (Google, n.d.) Sitemaps are more beneficial for larger websites that have a lot of new and changing content. The two main types of sitemaps are HTML and XML. An HTML sitemap is convenient for users to navigate through the website. However, it can not be understandable for search engines. That is the reason why each website should have a valid XML sitemap, which is written for search engines, while an HTML sitemap is readable for people.

Each URL in the sitemap should contain:

- A priority level on a scale from 0.0 to 1.0
- A last modified tag

```
<url>
  <loc>
    https://job-openings.monster.com/shipt-shopper-eastlake-oh-us-shipt/13e10d27-12fc-44a8-982b-23bd1c1ecaa5
  </loc>
  <priority>1</priority>
  <lastmod>2018-12-17T06:18:40.7150000Z</lastmod>
</url>
```

Figure 13 An URL in the sitemap example [source:own]

When deciding on how to create a sitemap, Google provides us with a detailed guideline that is summarised below (Google, n.d.)

- It is vital to have Sitemap files UTF-8 encoded
- If a website includes more than 50,000 URLs, it is imperative to generate multiple sitemaps
- It is essential to tell Google about localized versions of our website
- Sitemap projects are not complete until they are submitted to Google

3.2.1.2. Content optimization

Web-site content is the most discussed part in search engine optimization, mostly due to many unethical SEO users that have used black-hat SEO techniques to improve search engine ranking artificially. However, content is a fundamental part of any SEO strategy. Without content, ranking in search engines is impossible. Content needs to be written with two audiences in mind: humans and search engines. When we write content for people, quality is the most critical element. However, for search engines, good content needs to be a keyword-relevant content. (Ledford, 2007)

The primary elements to consider to produce excellent content for search engines and humans are keyword strategy, site structure, and copywriting. (Yoast, 2019) Keyword strategy I already explained. A good site structure helps Google to understand the website better. The ideal structure would be a pyramid structure. It is also important not to duplicate content because google can decrease page rank if the content of the website is not unique. Search engines are inspecting how regularly the content on pages is updated and looking for content that appears only on the website.

Content is a compulsory part of the website and the ranking in search engine results. To attain a high ranking on Google is crucial to develop a content plan that not only defines what should be covered on each page of the site but also how often that content will be updated. The reality nowadays is that it is pretty easy for users to find better content on the web if it exists. The best way to confront that reality is to create expert content. The better the content is, the chance for high rank is bigger.

Content remains one of Google’s most active ranking signals. In 2015, Google released its Search Engine Quality Evaluator Guidelines: [20]

- Use natural language
- Optimal content should have at least 2000 words
- Make sure that content is unique
- Ensure regular content updates
- Avoid keyword stuffing
- Write around concepts, not keywords

3.2.1.3. URL

The URL (Universal Resource Locator) can be defined as a web site address on the Internet. It is the address that site visitors type into their browser’s address bar to reach the content that they are looking for. (Ledford, 2007). URLs are the first thing search engines, and the user will see. In case that we have two links, both relating to the same page, for example:

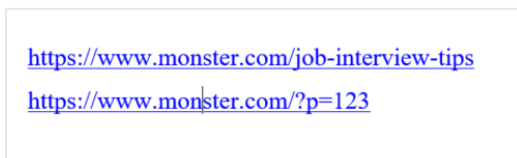


Figure 14 An example of URL [source:own]

In the example above, it is pretty apparent that the user will more likely click on the first one because he can see from the URL, to what the content relates. It means that complex and confusing structures should be avoided. A proper URL provides both humans and search engines a straightforward hint of what the destination page is about. Google has stated the best practices for creating the URLs that developers should follow that are summarized below: (Google, 2018)

- URL should contain keywords
- URL should be easy to read
- We should keep away from unnecessary words such as “and” or “the”
- We should use just lowercase
- We should not use underscores
- We should keep URLs as short as possible
- All URLs that we are aiming to rank for needs to be included in XML site map

In the main, we can divide URLs into three categories: (Jerkovic, 2009)

- **Internal links** are links that target the content within the same domain. Internal links help search engine bots find more sections of the website. If we do not have an internal linking strategy, we are losing a considerable chance to elevate our SEO performance and at the same time, develop a more user-friendly website experience for our visitors. (Morris, 2017)
- **External links** - It refers to all links on one website that leads to other websites and vice versa. If they are pointing to our website from other sites, they are counted as backlinks for us. If we suppose your site is A and other sites are B, C and D. If B, C, and D have a link which is pointing to site (A) then those links will be counted as backlinks for site A. Similarly if site A has links which are pointing to B,C and D then those links will be counted as a external link for site A.

A search engine ranking factor survey (MOZ, 2015) data has shown that external links are the most influential broad search ranking factor and the easiest way for Google to determine the trustworthiness and popularity of a website. The search engine's logic is simple. In case that many websites link to the same webpage, search engines will consider that content as more valuable what will have a positive impact on ranking. However, it is important to bear in mind that search engines will not treat link from every webpage equally. Links from authoritative sources (.org, .gov, .edu) are generally the most valuable.

3.2.2. Technical SEO

Technical SEO relates to elevating the technical aspects of a website with the aim to increase the ranking in the search engines (Yoast, 2019). Technical SEO means making a website faster, more clear for search engines, and easier to crawl.

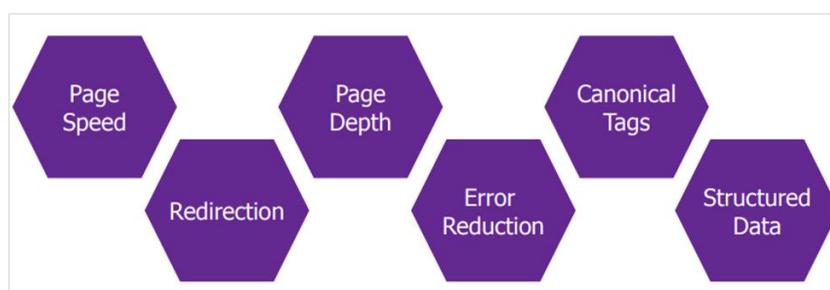


Figure 15 Technical aspects of SEO [source:own]

3.2.2.1. Page Speed

Page Speed refers to the amount of time that it takes for a webpage to load. When it comes to page speed, even small changes can have serious outcomes. Amazon found that every 100 ms rise in the load time of its pages lowers sales by 1%. Also, they have found that user frustration increases when page load times exceed 8 to 10 seconds without feedback. (Linden, 2015). Page speed is a Google ranking factor since 2010. (Google, 2010). It is terrifically complicated to predict the success of an SEO initiative. Unless, of course, that initiative happens to be improving page speed. When it comes to page speed, less is more. Many accessible tools can help us to measure page speed. One of them is PageSpeed Insights Google that analyzes the content of a web page, then generates suggestions to make that page faster. (Google, n.d.)

3.2.2.2. Redirection

Redirection is a method to send both users and search engines to a divers URL from the one they initially requested. (MOZ, n.d.)

There are two main types of redirection: (MOZ, n.d.)

301 Redirect is a permanent redirect (recommended for SEO)

302 Redirect is a temporary redirect

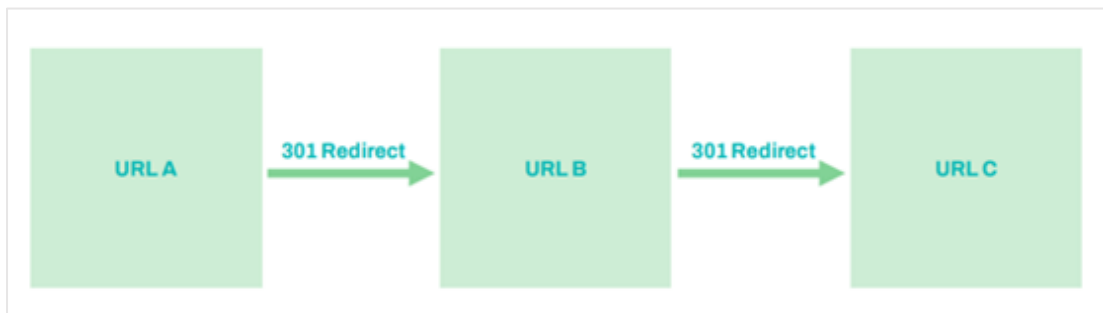


Figure 16 Redirection [source:own]

When redirecting a page, the final destination must be similar and relevant to the original page. Also, redirecting an immense amount of pages to a home page is a weak practice. It is always better to redirect pages to narrowly related URLs. After redirecting, it is crucial not to forget changing any internal links to the new link. For pages that are removed and there is no proper redirect, or the page has no SEO value to save, a 404 or 410 is a perfectly acceptable method for removing the page entirely.

3.2.2.3. Page Depth

A page's depth is a number of clicks required to get to the page from the homepage, using the shortest path. (Goube, 2019). If a webpage is deep, it is less likely to be crawled by search engine robots, and they are less likely to explore it again. Deep pages are less likely to rank, and therefore the average page depth should be between 3 and 5. Adobe did research that has shown that pages with average depth were bringing more traffic to the website. (Adobe, 2018)

3.2.2.4. Error Reduction

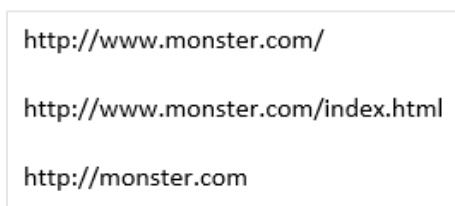
Very often, we can see these common errors when we click on some link:

- HTTP status 404 - Not Found
- HTTP status 403 - Forbidden
- HTTP Error 401 - Unauthorized

Errors on the site have a two-way impact. For visitors, they need to go looking elsewhere for what they are looking for. For Google, a website can be seen as unstable, which can result in a ranking drop.

3.2.2.5. Canonicalization

Canonicalization means that the individual webpages can be loaded from multiple URLs. Here is one example of canonization from Monster.com.



```
http://www.monster.com/  
http://www.monster.com/index.html  
http://monster.com
```

Figure 17 Canonicalization [source:own]

When links that are meant to go to the same page get split up among multiple URLs the popularity of the pages gets diverge as well. Unfortunately, this happens far too often because the default settings for web servers create this problem. This basically means that if the homepage has 100 links to these various URLs, the major search engines only give them credit severally, not in a combined manner. One way how to deal with this problem is by using redirections. Another way is by using a canonical tag that indicates the recommended version of a page.

```
<link rel="canonical" href="https://monster.com">
```

Figure 18 Canonicalization html code [source:own]

In some cases, the canonical tag is the only option. However, in most cases, it is better to fix and remove identical content issues than to overuse canonical tags.

3.2.2.6. Structured Data

Data that is organized using schema mark-up in JSON-LD, Microdata, and microformats. (Google, 2017) This organization makes it easier for Google to perceive what is on our page and withdraw the data for its knowledge graph, fruitful results, breadcrumbs, carousels, and other applications.

Some elements that seem totally apparent to people are incomprehensible to web crawlers. That is where structured data can be used. They are appended directly to a page's HTML markup. Google and other search engines use structured data to generate rich snippets, which are little snippets of information that will then display in search results.

```
<address class="vcard">  
  <a class="url fn org" href="http://monster.com/">Monster</a>  
  <span class="adr" style="display:block">  
    <span class="street-address">665 3rd St.</span>  
    <span class="extended-address">Suite 207</span>  
    <span style="display:block">  
      <span class="locality">London</span>  
      <span class="postal-code">94107</span>  
    </span>  
    <span class="country-name">UK</span>  
  </span>  
</address>
```

Figure 19 An example of html code for structured data [source:own]

3.2.3. Off-Page SEO

Unlike on-page SEO, off-page SEO alludes to activities taken outside of the website. It includes improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority. (MOZ, 2017) As we noticed so far, search algorithms and ranking factors have been changed many times. However, the relevance, trustworthiness, and authority still play a vital role in a page's ranking.

Off-page factors may be more important for ranking than on-page factors. Also, what happens outside of the website is much harder to control. This is where the reputation and trust of the site comes to the fore, and inbound links have an impact on how the site is ranked. Social media is less critical, and complexion and page ranking is indirectly affected by monitoring the page's popularity with visitors.

The most important types of Of-page SEO are: (MOZ, 2017)

- Link Building
- Social Media Marketing
- Social bookmarking

3.2.3.1. Link Building

Backlinks are links from a page on one website to another. If someone links to our website, then we have a backlink from them. On the other side, If we link to another website, then they will get a backlink from us.

By building backlinks, we are trying to collect as many ‘votes’ as we can, so that we can rank our website on google high. For example, if someone likes our article and references it from their website or blog, it tells search engines that this page has the right information. Search engines, like Google, use backlinks as evidence of the content quality. If a site has many high-value backlinks will more likely rank better than another similar site with fewer backlinks.

Inbound links on websites affect search rankings more than any other factor. According to a Search Engine Ranking Factors report (Dean, 2019), they hold 42% of the impact. This certainly shows the importance of content that attracts valuable inbound links. Finally, unless the original content is created regularly, no one will link to the site.

For the majority of SEO experts, content marketers, and bloggers, backlinks are the most important off-page SEO element. (Kumar, 2019) Furthermore, they might be right. A backlink from an authoritative website with a good reputation is for google an independent “vote of confidence” that helps search engines to consider the website as more trustworthy. Link building was an effortless way to manipulate the search engine algorithms. So many companies have tried to take different activities such as paying for links, link exchanges, using hidden links, thinking that way they can increase their website ranking. These manipulations are known as “black hat” SEO. There are so many examples of hugely successful companies (BMW, Mozilla, Genius,...) that had tried different “black hat”

activities in order to position their websites better. However, those efforts have resulted in a google penalty and ranking drop. (Search Engine Watch, 2019)

3.2.3.2. Social Media Marketing

Social media marketing refers to the usage of social media to connect with the audience to build the brand, increase sales, and increase website traffic. This includes publishing exciting content on social media profiles and engaging followers, also running social media advertisements. The leading social media platforms in 2019, according to Statista report are: Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. (Statista, 2019) Many marketers had believed that social networks have an impact on website ranking on Google. However, Google's Matt Cutts released a video (Google Webmasters, 2014) saying that social metrics such as Facebook and Instagram likes and Twitter followers, can not influence search rankings.

Even if social media does not have a direct influence on website ranking, they can contribute to brand awareness and popularity, and indirectly influence SEO. Popularity on social networks can bring more users to the website, what undirectly can lead to better website performance in terms of ranking.

SEO strategy should involve creating content that visitors will want to share via social media. A recent statement by Google's head of the Webspam team Matt Cutts (Google Webmasters, 2014) makes it clear that Google has the intention to move away from being just a search engine and to focus on becoming an extensive knowledge base. It means that we can expect further changes. However, relevant content will always be an essential factor for every website that intends to stay relevant, visible, and sustainable.

3.2.3.3. Social bookmarking

Social bookmarking websites are sites where Internet users share their web pages, articles, blog posts, images, and videos with others. The most popular ones are Digg, Reddit, Pocket, and Pinterest. (Brandwatch, 2018). There are many advantages of submitting content to some of these sites. First, they help to increase brand awareness, and second, they represent the opportunity to get much new traffic to the website. Search engines will often display results from bookmarking sites. If the website is bookmarked, that makes an extra is an extra chance to appear in search results.

The more people get access to content, the more likely that content will go viral. However, there is no magic formula that can help us to solve the riddle simple. It requires time and consistent effort to draw visitors to an individual web site. (Brandwatch, 2018).

3.2.4. Black hat SEO vs White hat SEO

“White hat” SEO refers to a correct, ethical way to optimize a site, while “black hat” refers to manipulative nonethical ways to get a higher position on Google. The “black hat” goes against the search engine guidelines and very often get discovered and results with penalties. In “SEO Bible” (Ledford, 2007), Ledford has stated the most often used “black SEO” practices as follow:

1. **Keyword stuffing** implies activities of stuffing website content with off the subject keywords in a strive to manipulate the site ranking. For example, if we are doing optimization for keyword “IT jobs in Dublin,” and we repeat the phrase over and over, line after line, our content will not have any value for visitors, and it will cause a ranking drop.
2. **Cloaking** means displaying one piece of content to people and a different piece of content to search engines. Concrete, this means that a website can send the page that it wants according to the various elements of identification transmitted during a request on the Internet.
3. **Sneaky redirects** are used to send users to different URL than the one user initially clicked on in order to collect more clicks. That is one of the oldest and an inferior practice.
4. **Paid links**. It implies paying any other website for linking to your content. Google has stated on its website that any attempt to pay for links will be sanctioned. (Google Guidelines, n.d.)

However, companies have been still buying links. Search Engine Journal discovered that 78 percent of businesses who buy justifiable paid links consider them to be efficient backlink building opportunities. Also, 69 percent of businesses using paid link buying considered their campaigns to be efficient. Even if the success rate is surprisingly high, the risk is also huge. If a website gets caught by Google, that can damage its ranking and reputation forever.

White hat SEO is straightforward. The most important thing is to follow search engine guidelines.

Search engines have gotten better and better at spotting black hat SEO techniques. SEO is not a one-time activity. It requires a long-term approach to reach a high position. However, Google will reward white SEO efforts with a higher ranking and sanction illegal above-

explained activities. In conclusion, appearing in search results is fundamental for every business, but there is a right and wrong way of doing search engine optimization. The dark art of black hat SEO is the wrong way. A black hat SEO techniques will more likely damage website ranking than improve it.

2.5 3.3. SEO Metrics

To be able to analyze SEO results, we need to use some metrics. They can help us to know the real impact that SEO can have on our audience growth, engagement, and eventually, conversion and monetization. The following are generally accepted, a simple metric that can be used to evaluate SEO efforts. (King, 2008)

- Unique visitors

A unique visitor refers to a person who visits a website at least once, and it is a good mark of how we should measure the audience. Each visitor is counted once no matter how many times he accesses our website, and tracking new unique visitors can help us track audience growth.

- Click-through rate (CTR)

It refers to the average percentage of people who click on a specific link after seeing it in the search results. It is also oftentimes used to measure the success of an advertisement. For us is very important to pay attention to CTR because it tells us how much the content attracts people. It is simple logic. If people like our content, they will click the link. If not, they will go to another result.

- Average time on site (ATOS)

After entering a website, ATOS shows how much time the user spends on average on one page. It discovers if visitors are actually reading the content. Of course, the goal is to maximize average time on site.

- Pages per visit

It is a measure of how many pages users consumed during a unique website visit. That is a simple measure of user engagement. Pages per visit and the average time on site are two measures that can signify how high user engagement is.

- Bounce rate

The bounce rate tells how many visitors exit from the website after only seeing one page. It is measured as a percentage of visitors who enter the website and exit without any engagement. If our website has a high bounce rate, it means that we are doing something wrong.

- Conversion rate

The conversion rate shows us the percentage of visitors that became customers. Organic traffic gets people to our website, but it still does not mean a sale. That is the reason why it is important to measure the conversion rate as well.

2.6 3.4. SEO Optimization strategy

In order to achieve some visible results and to notice changes in the ranking at all, long-term adherence is needed. Before the start of the optimization process, it is essential to have a good strategy, with timeframes and goals. Each site requires different concrete actions. However, an SEO strategy can be divided into five phases: (Ledford, 2007)

1. Research;
2. Planning;
3. Implementation;
4. Monitoring and evaluation;
5. Maintenance.

The research phase is the first phase of the optimization process. It covers information about the site's activities, competitor analysis, review of the current situation, and selection of keywords. Choosing keywords includes defining keywords that are relevant to the site, for which the goal is for that site to appear in search results if the user uses them when creating queries.

During the planning phase, we should develop strategies for content writing, code optimization, technical aspects, social networks, and link building. Implementation is the phase where we execute the optimization process. Monitoring and evaluation involve having a goal to identify activities that have led to better ranking and which and to identify parts that still need improvement. Maintenance includes activities to keep the current state and to solve any issue that can occur in the meantime.

4. Practical part

As mentioned in the objectives and methodology chapter of this thesis, this practical part includes two main goals: first, to evaluate a current state of SEO in the chosen website and second, to develop a new SEO strategy, implement into the website, compare and evaluate results.

2.7 4.1. The current state of SEO

Monster Worldwide is an online recruiting company that creates a way for job seekers and employers to contact each other over the internet efficiently. Monster operates in more than 25 countries. The clients are companies who are looking for qualified employees and seekers who are looking for job vacancies.

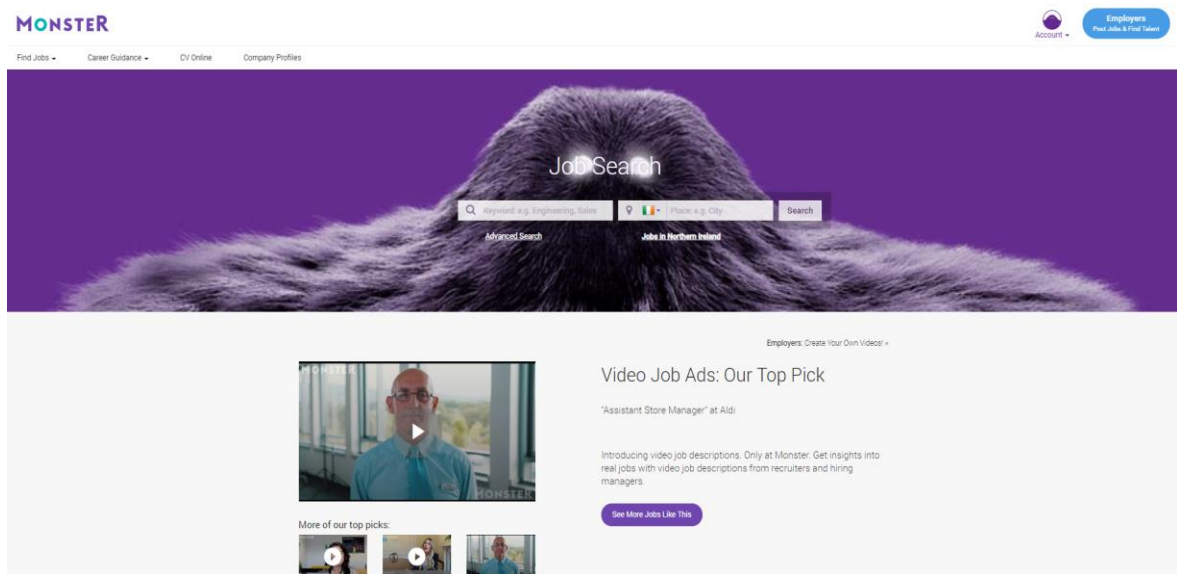


Figure 20 Monster.ie website

However, in terms of SEO, the company was focused on the most prominent markets such as the US, Canada, UK, Germany, and France, while some other channels that are not considered big markets including monster.ie were not optimized. In the practical part following all optimization technics explained before, SEO optimization will be done for website www.monster.ie. The statistics show that 95,6 Internet users in Ireland use the Google search engine. (Statcounter, 2019) That is the reason why this paper has for its center of attention the optimization for Google.

In order to understand the current state of SEO within the company’s channels globally, a simple survey with five questions was designed. It was completed by 14 marketing managers from 14 different countries. The tool used for creating it is Google Form due to its usability, excellent technical performance, free usage, and easy to understand. The test has been sent by email, and answers from marketing managers from 14 counties have been collected and analyzed. This was needed to get an overview of the current situation of SEO in Monster.

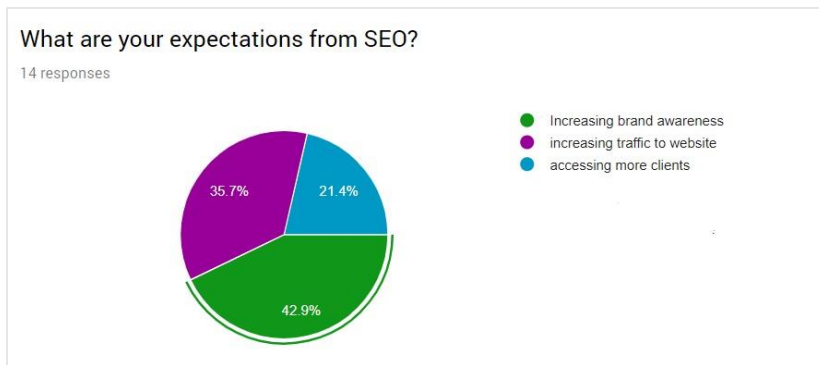


Figure 21 Expectations from SEO [source:own]

From the results, 42% of marketing managers perceive SEO as a tool that helps the company to increase brand awareness, 36 % expect SEO to bring more traffic to the website, while 21 % expect accessing more clients due to SEO.

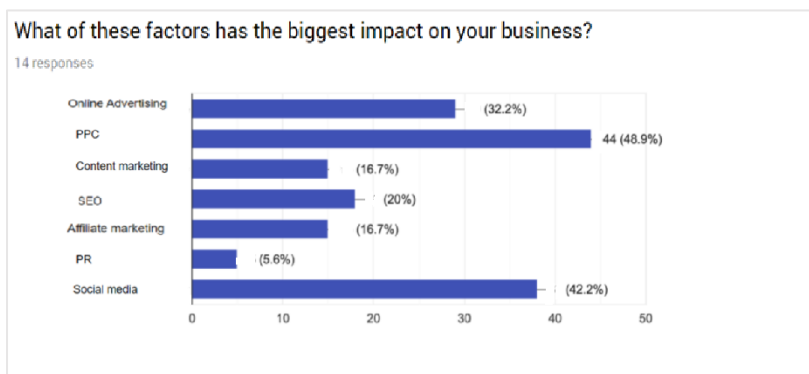


Figure 22 Factors with the highest impact on business results [source:own]

Most of the participants have chosen PPC, online advertising, and social media as marketing factors with the highest impact on business results. However, by analyzing results individually, it can be noticed that the managers from countries that have optimized websites were considering SEO as an essential factor. On the other hand, the managers from unoptimized channels considered online advertising activities as a factor that contributes the most.

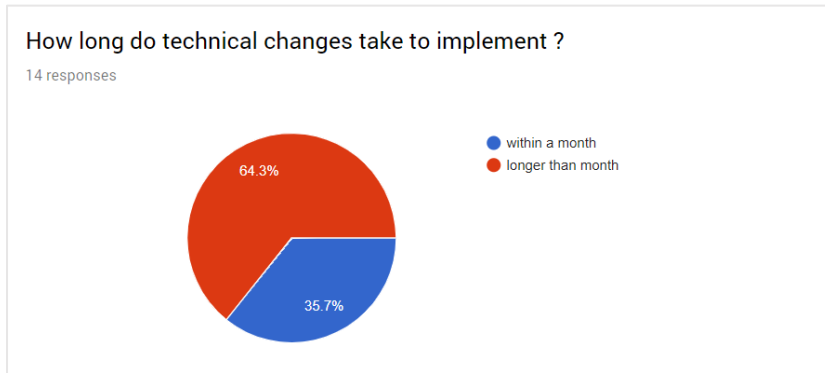


Figure 23 Technical changes implementation [source:own]

The purpose of the next question was to get a clear insight into how long it might take to implement some technical changes necessary for SEO. The result brings us to the conclusion that all technical changes that SEO demands might take more than several months.

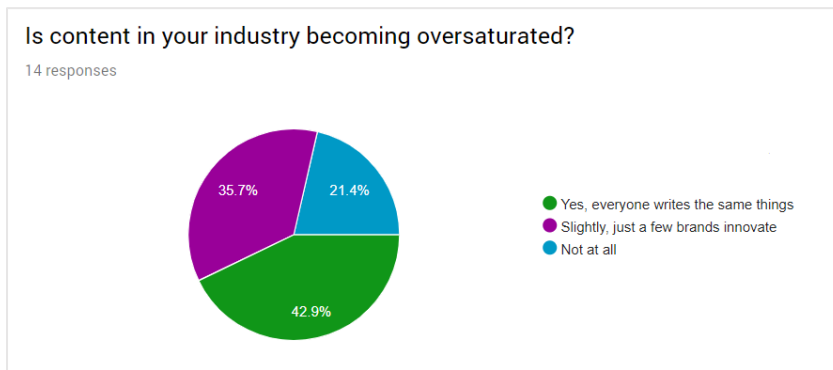


Figure 24 Analysis of websites content [source:own]

Monster is running a blog localized for each country that provides a different kind of recruiting advice for job seekers. However, Monster is one of the thousands of companies that offer a similar service. That is why getting an overview of the situation on the market can be considered significant. Just 21 % of managers think that the recruiting industry is not becoming oversaturated.

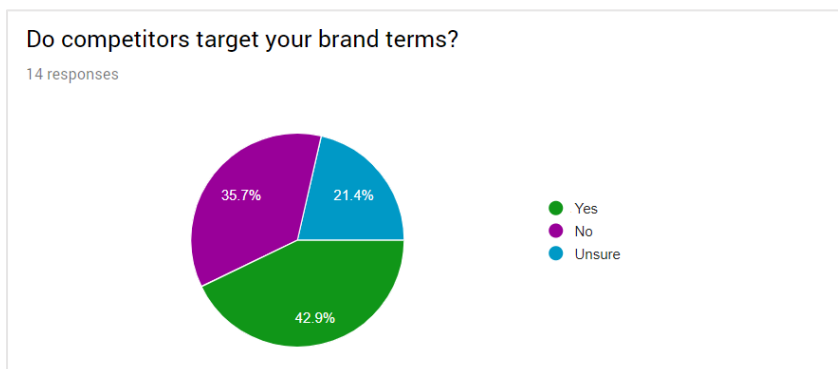


Figure 25 Analysis of competitors targeting strategy [source:own]

There was a time when brands were confident having just an "about us" page, they were relatively well protected in the SERPs. However, bidding on other brand terms has never been more popular. The managers from countries where Monster is a market leader responded with yes, while managers from countries where Monster is still unknown company replied with no.

4.1.1. Keywords research

The next step was keywords research using Google AdWords Keyword Planner. In the table below, there is a list of the keywords that represent the essence of the Monster.ie web site ordered by Monthly Search Volume. We can see here what a potential website visitor puts into a search engine to find websites related to a specific subject, and the keywords with the highest search volume are a CV, curriculum vitae, jobs, interview, and jobs ie.

Keyword	Monthly Search Volume	Category
CV	28100	Career Advice
curriculum vitae	24600	Career Advice
jobs	22200	Generic
interview	5400	Career Advice
jobs ie	5400	Generic
work from home	5400	LPF Vertical
salary calculator	3600	Career Advice
freelance	2900	LPF Job Type
internship	2400	LPF Job Type
work from home	2400	LPF Job Type
monster ie	1900	Brand
cv template	1900	Career Advice
cover letter	1900	Career Advice
account manager	1900	LPF Job Title
student jobs	1900	LPF Job Type
job finder	1600	Generic
freelance jobs	1600	LPF Job Type
career	1300	Career Advice
jobs full time	1000	Generic
part time jobs	1000	LPF Job Type
jobs in dublin	1000	LPF Location
business analyst	880	LPF Job Title
project manager	880	LPF Job Title
tax calculator	720	Career Advice
cover letter examples	720	Career Advice
full time	720	LPF Job Type
apprenticeships	720	LPF Job Type
monster jobs	590	Brand
cv examples	590	Career Advice

Table 1 Keywords analysis [source:own]

After choosing and analyzing a sample of 200 keywords with the highest search volume, we can notice two important things:

1. Users are searching mostly terms related to different career advice (how to write a cv, tax calculator, interview questions) and generic terms such as (job, jobs, work, vacancies, job ie). Also, when searching for a new vacancy, they very often perform a search by job title, type or industry, and location.
2. Terms connected with our brand have the lowest search volume, which indicates that users are not so familiar with our brand. That leads us to the conclusion that one of the goals of SEO should be to increase brand awareness.

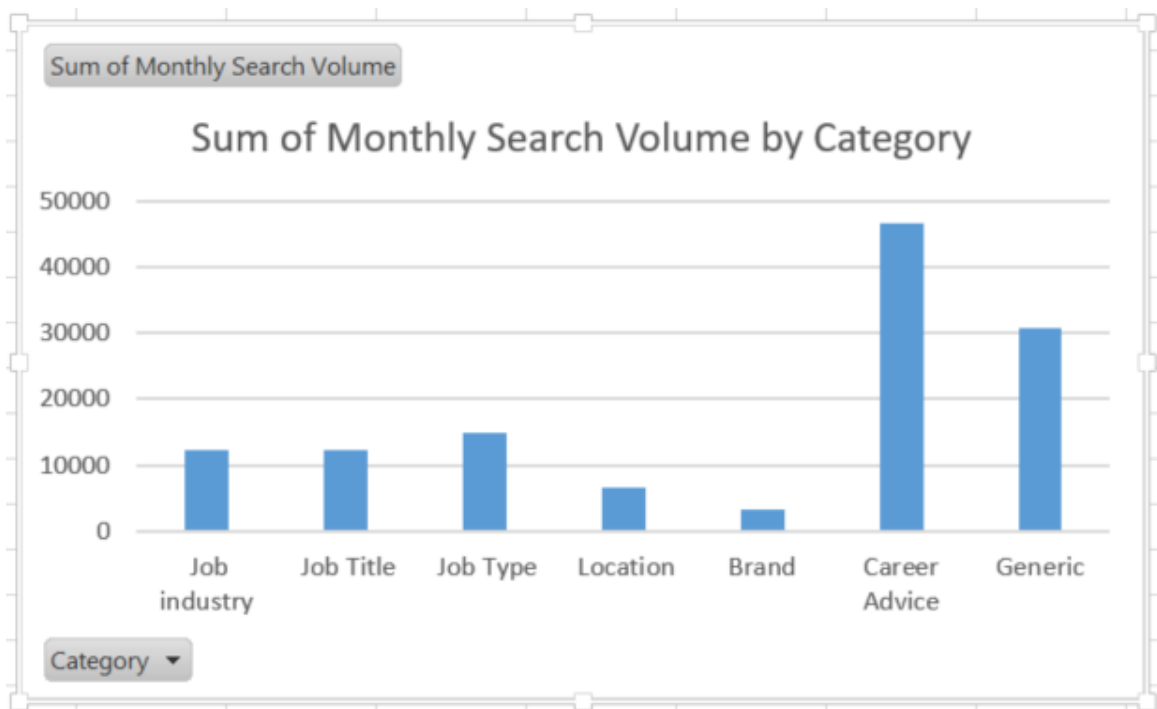


Figure 26 Sum of Monthly Search Volume by Category [source:own]

2.8 4. 2. Competition research

To complete the competition research a test on google for 20 words with the highest search volume has been performed. In the table matrix below, numbers represent the website rank on google search results for each of the keywords. To analyze results descriptive statistics methods have been used.

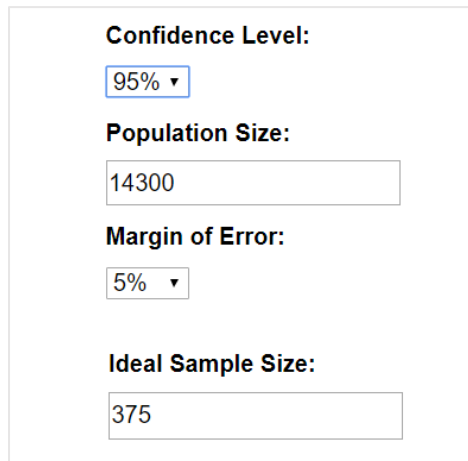
Keywords	jobs.ie	irishjobs.ie	jobsireland.ie	ie.indeed.com	publicjobs.ie	Monster.ie
CV	3	3	3	2	2	2
curriculum vitae	3	3	2	1	2	2
jobs	1	1	1	1	2	2
interview	1	3	1	1	3	2
jobs ie	1	1	1	1	3	2
work from home	1	2	1	1	3	2
salary calculator	3	3	2	2	3	1
freelance	1	3	2	1	3	1
internship	1	2	1	2	2	2
work from home	3	2	1	1	2	2
cv template	3	2	2	2	2	2
cover letter	3	2	2	1	2	2
account manager	2	2	2	1	2	3
student jobs	1	1	1	1	2	3
job finder	2	1	1	1	3	1
freelance jobs	2	1	1	1	3	2
career	2	2	1	1	3	2
jobs full time	1	1	1	1	3	2
part time jobs	1	1	1	1	3	2
jobs in dublin	1	1	1	1	3	2
RANK	3	4	2	1	6	5
MODE	1	1	1	1	3	2

Table 2 Competition research

We can notice that even for the words that are the most relevant for Monster business (jobs, jobs ie, student jobs, freelance jobs), Monster is still not on the first page on Google. In terms of organic search Monster.ie takes fifth place compared to its competitors. Also, we can see that Monster the most frequently takes the second position on Google, while its biggest competitors: jobs.ie, irishjobs.ie, jobsireland.ie and ie.indeed.com are on the first google result page. All those searches are organic; for this analyze, paid searches are excluded because taking them into consideration might lead to lower accuracy of the results. We do not have any incite on budgets and efforts that competitors put into paid search (Google AdWords) and social.

2.9 4.3. Current State of On-Page and Off-Page optimization

In this part, an analysis of the most important on-page factors: code, content, and links has been made. Monster.ie has 14300 pages indexed on google. For that population, a sample size with a confidence level of 95% and a margin of error 5% has been calculated.



The image shows a form for determining a sample size. It includes the following fields and values:

Parameter	Value
Confidence Level	95%
Population Size	14300
Margin of Error	5%
Ideal Sample Size	375

Figure 27 Determinating a saple size (Survey System, 2019)

4.3.1. On Page Optimization

1. Content. The content of 375 pages has been analyzed with the primary objective to confirm whether the content needs to be optimized or not. The result showed that 95% of the content is without grammatical and spelling mistakes, not stuffed with keywords, unique and original. However, 20% of the content related to expired job posting has not been removed. That content could be problematic for SEO since it has not updated, relevant, and uses some old links.

2. Page Title. Each page has a unique page title between 50-60 characters with the following structure: Keyword phrase | Brand Name



5 Reference Mistakes That Can Cost You The Job | Monster.com

Figure 28 Keyword structure example from Monster [source:own]

What can we notice is that very often are used keywords that have a lower search volume, which means that it is not what the user will type in a search engine when performing his search.

3. Meta description. Knowing that a well-written meta description can be the difference between getting the click and not, it was imperative to make an analysis of the current state.

After pulling out in an excel table 375 meta descriptions, we could detect the most relevant issues such as duplicates, missing titles, too long to even too short titles. Examples of those issues are given in the table below.

URL	Meta Description	Issue
https://www.monster.ie/career-advice/cvs-applications/f/	Find Free Cover Letter Samples and other CVs & Ap	Duplicate
https://www.monster.ie/jobs/	Explore thousands of jobs in Ireland from entry lev	Duplicate
https://www.monster.ie/jobs/all-jobs	Explore all the new jobs in Ireland from entry level	Duplicate
https://www.monster.ie/jobs/browse	Explore jobs in Ireland from entry level to manager	Duplicate
https://www.monster.ie/jobs/c-jacobs-engineering-irelan	Examine the company profile of jacobs engineering	Duplicate
https://www.monster.ie/jobs/l-ardee,-louth.aspx	Explore jobs in Ardee from entry level to managem	Duplicate
https://www.monster.ie/jobs/l-arklow,-wicklow.aspx	Explore jobs in Arklow from entry level to manager	Duplicate
https://www.monster.ie/jobs/l-athlone,-westmeath.aspx	Explore jobs in Athlone from entry level to manage	Duplicate
https://www.monster.ie/jobs/l-athy,-kildare.aspx	Explore jobs in Athy from entry level to managem	Duplicate
https://www.monster.ie/career-advice/article/finance-fin	This template gives you an idea of how to lay out yi	Duplicate & too long
https://www.monster.ie/career-advice/article/it-web-dev	This template gives you an idea of how to lay out yi	Duplicate & too long
https://www.monster.ie/career-advice/article/retail-sales	This template gives you an idea of how to lay out yi	Duplicate & too long
https://www.monster.ie/career-advice/article/retail-store	This template gives you an idea of how to lay out yi	Duplicate & too long
https://www.monster.ie/jobs/q-brazilian-portuguese-spe	Explore jobs in brazilian portuguese speaking help	Duplicate & too long
https://www.monster.ie/jobs/q-field-service-engineer-jo	Explore jobs in Field Service Engineer from entry le	Duplicate & too long
https://www.monster.ie/jobs/q-freelance-graphic-design	Explore jobs in freelance graphic designer from ent	Duplicate & too long
https://www.monster.ie/jobs/q-owner-van-drivers-self-e	Explore jobs in owner van drivers self employed su	Duplicate & too long
https://www.monster.ie/jobs/q-paramedic-and-emt-jobs	Explore jobs in Paramedic and EMT from entry leve	Duplicate & too long
https://www.monster.ie/career-advice/article/how-can-i-	Feared as an irreversible part of job seeking, knowi	Duplicate & too short
https://www.monster.ie/career-advice/cvs-applications/f/	Find Free CV Templates and other CVs & Applicatio	Duplicate & too short
https://www.monster.ie/jobs/c-adare-manor.aspx	Examine the company profile of adare manor and li	Duplicate & too short

Table 3 Meta description

From the graph below, we can see that 59% of meta descriptions are not optimized: 11% is too short, 13% are missing, 15% is too long, while 20% are duplicated what can be a big issue not that much for SEO, but definitely in terms of click-through rates.

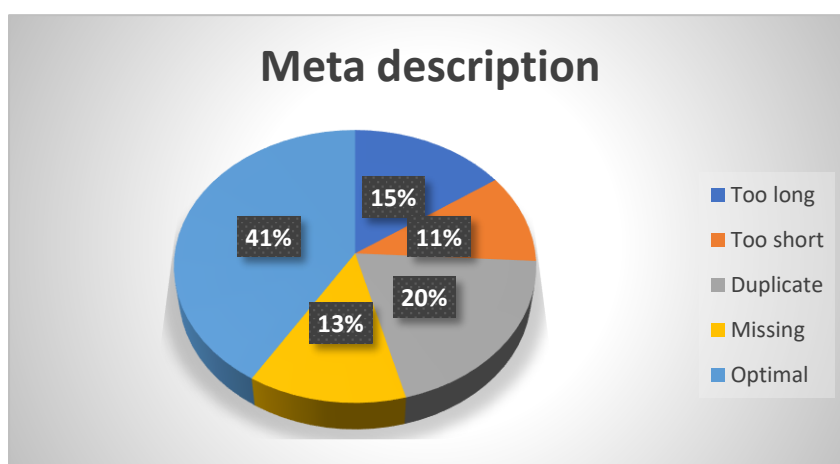


Figure 29 Meta description analysis [source'own]

4. Sitemaps. There was also a big issue. The Website has a “sitemap” HTML file what we can see on the picture below:

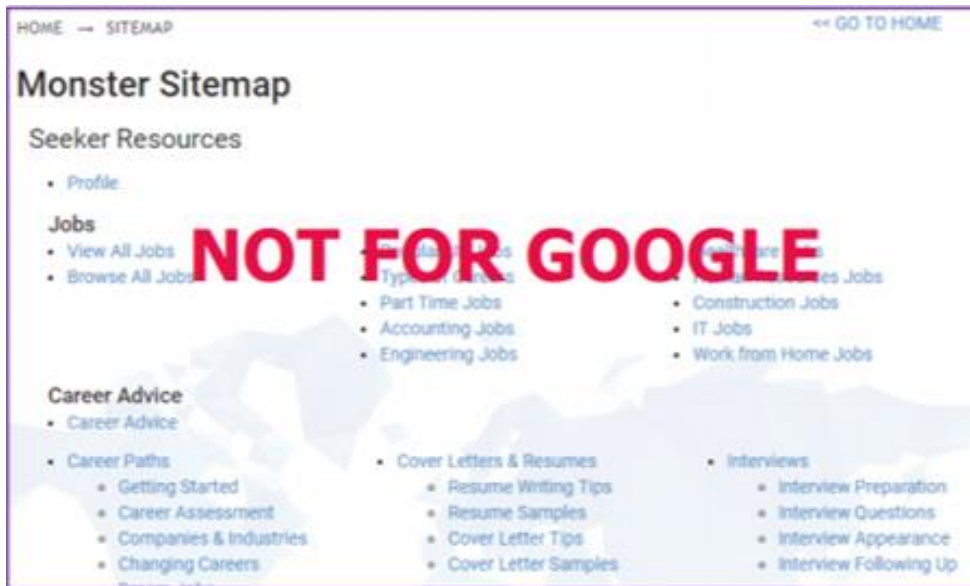


Figure 30 The old Monster Sitemap [source:own]

An HTML sitemap makes it possible for lost human users to find a page on the site that they are looking for. However, HTML sitemaps are written for humans, not for search engines, while an XML sitemap is specifically written for search engine spiders.

Here it is necessary to mention that also analysis of URLs, images, schema markups, H1 and robots tags has been done. However, those results showed that they are matched with google recommendations. Therefore, the implementation of SEO will be focused more on just those ON-page parts described above that still need to be optimized.

4.3.2. Technical SEO

1.Error reduction The page from the screenshot below looks like a 404 page when visiting it. However, the status code is 200, which shows success. B using Google Search Console, 226 soft 404 errors have been detected. We can notice two issues: First, our sites are serving pages with the incorrect status codes, and second, there is a lack of understanding about what should be done when we remove a page or site section. These issues can compound over time and cause more extensive problems.

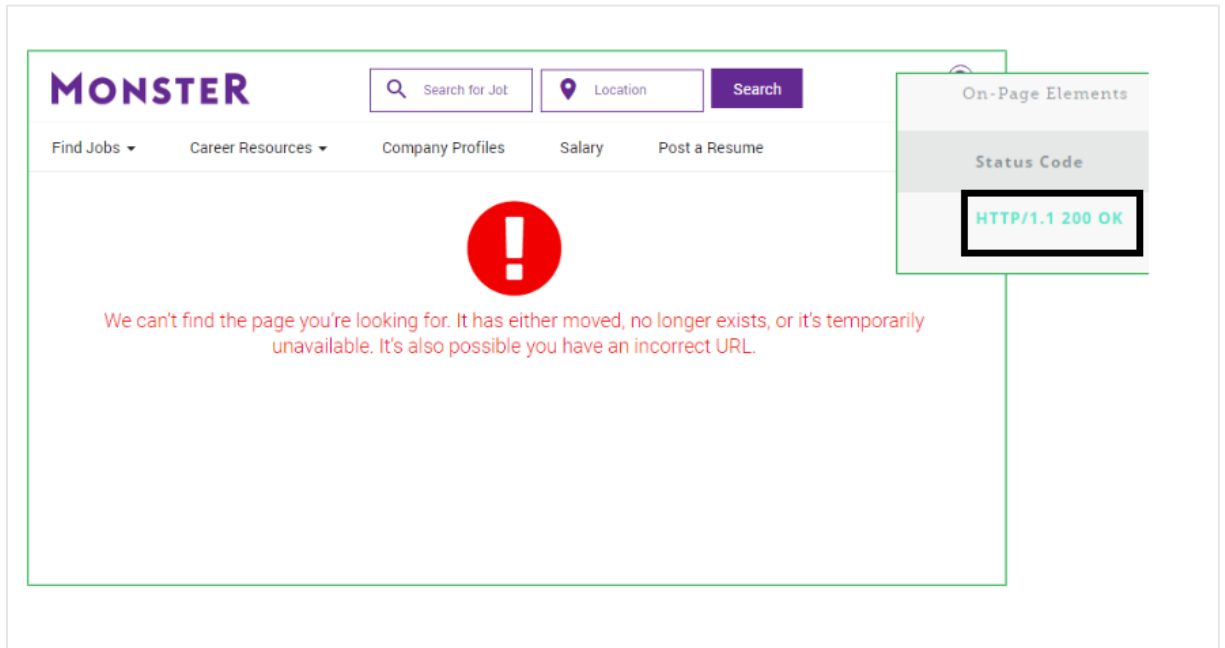


Figure 31 Status code 404 page [source:own]

The pages that have the appearance of a 404 but serve a 200 status code also send a signal to Google that we may be trying to trick them, even if that is not the intention.



Figure 32 Number of affected paged [source:own]

2.Redirection. Currently, Monster.ie is performing poorly in organic search. One of the reasons for this poor performance is that they have historically redirected entire site sections to the homepage of various other site sections. They continue to use this lousy practice across Monster sites. The issue that had been detected has been illustrated in the picture below.

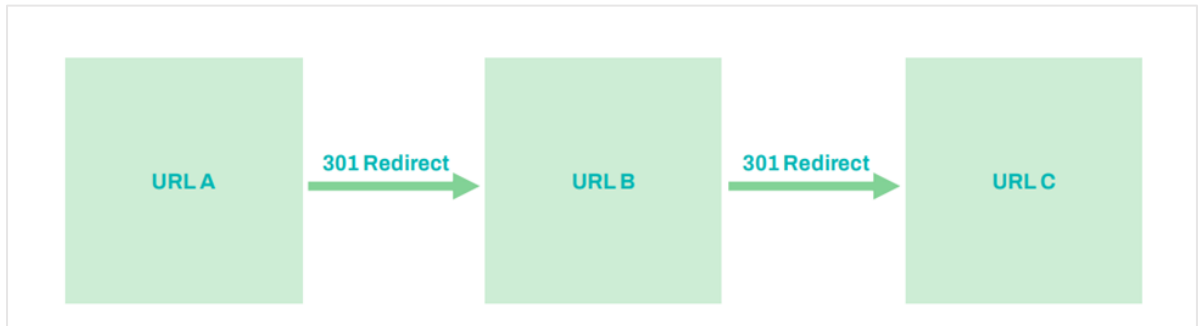


Figure 33 Redirections[source:own]

This is a redirect chain that is explained in the literature review. The redirect chain can be spotted on around 15% of the pages Monster is publishing job postings. After a job posting expires, the web page needs to be removed. However, there is no need to redirect every page that we want to remove. This is actually an unfortunate practice that hurts Monster’s rankings in Google.

3. Page speed. Using the Google tool page speed insights, we compared Monster.ie page speed with page speeds of the biggest companies in the same industry, and below are the results:

Rank	Domain	Speed	
1	indeed.com	2.6s	×
2	ziprecruiter.com	7.0s	×
3	glassdoor.com	10.9s	×
4	careerbuilder.com	11.1s	×
5	Monster.ie	13.6s	

Figure 24 Page speed comparison (Google, n.d.)

Monster.ie is performing better compared to Irish local competitors, due to its servers and technology behind. However, other even much bigger websites from the same industry are performing much better. Indeed.com is one of the biggest job board platforms that also operates on the Ireland market and takes the leading position. We can see that Indeed.com is five times faster than Monster.

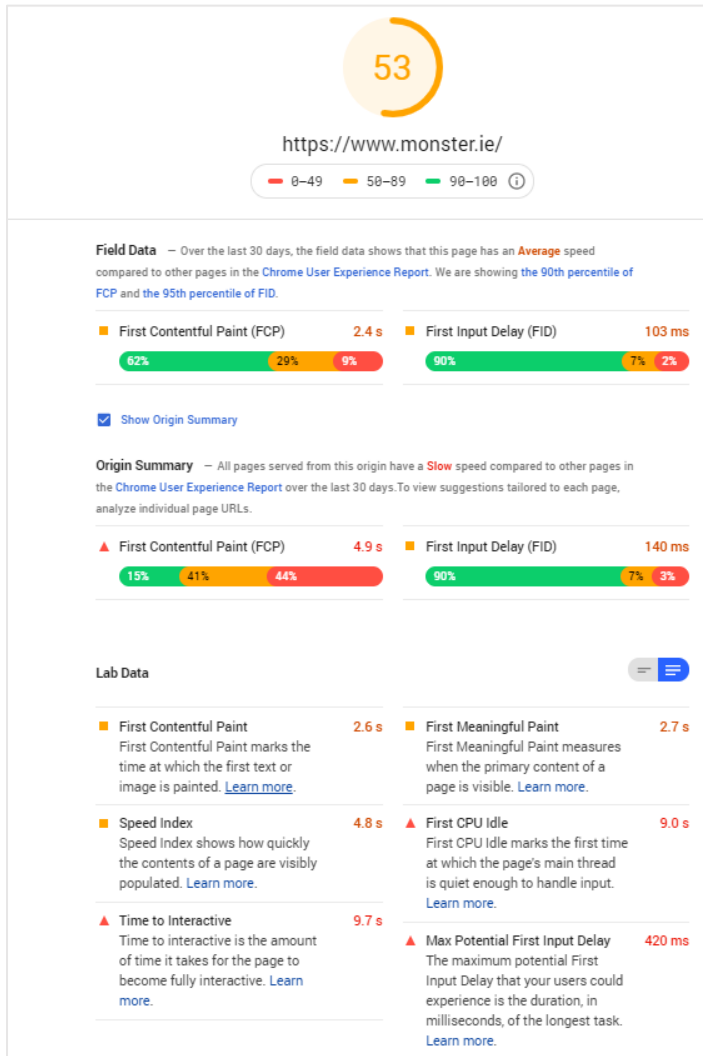


Figure 34 Page speed analysis (Google, n.d.)

Server issues cause all these issues that have been detected using Google PageSpeed Insights. The importance of page speed, along with where we stand compared to our competitors, is highlighted, and some actions need to be done on the server-side. However, due to some technical issues, this improvement will take more than six months and will be excluded from SEO evaluation. Our goal is to keep page load between 2-3 seconds, but under no circumstances should a page, product, or site section be launched with a load time exceeding 5 seconds. In the next six months, our objective is going to be improvements on the server level, including cash utilization, reducing bandwidth consumption, and server compression.

4. Page depth. Monster.ie has an average page depth of 3,4. Knowing that Google has recommended page depth 3-5, we can conclude that Monster has optimal page depth. Detail statistic is visible from the picture below.

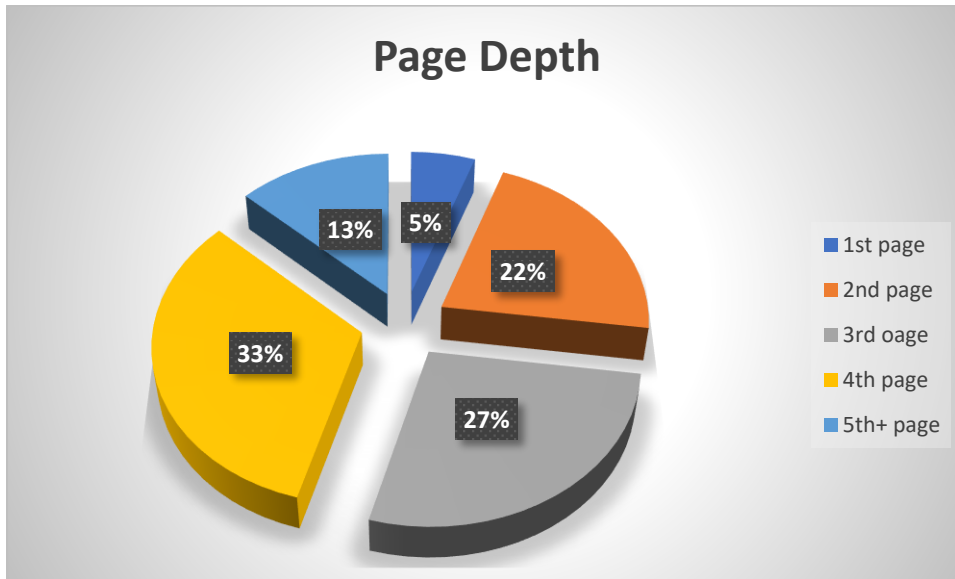


Figure 35 Page depth analysis [source own]

4.3.3. Of-Page Optimization

Monster does not do any of “black-hat” activities. Every page is cross-linked with relevant one or more other pages, The majority of Monster’s B2B partners has Monster link incorporated into their website, while each job posting on Monster.ie is linked to the client’s website. Monster.ie has its own blog with entertaining and daily updated content and a team of people who are taking care of social networks. Monster has never been banned from Google, and that is what we need to follow in the future.

4.4. SEO Implementation

When choosing keywords to optimize for, it is crucial to bear in mind what is our business and what is our product. Since Monster is aiming to be the number one job postings platform, we would need to use more job posting related keywords. The truth is that even the website offers a blog with quality and useful advises on career development, that should not be the main focus. Keyword research has shown that users are still not familiar with our brand; they are not typing “jobs on Monster” when performing a search. Considering the company goals and keyword research results, the keywords selection has been performing in the following way:

- a) By Job-titles –using all Job-titles available if there are 30 or fewer Job-titles per Alphabet letter;

b) copying all Job-title “{keywords} + {jobs}” to Google Keyword Planner and select the job-titles with the highest search volume if where there are more than 30 job-titles per alphabet letter

4.4.1. The SEO practices used for website optimization

The analysis of the current state has shown that the website does not perform well in terms of SEO. The focus needs to be on on-page factors that are not optimized.

In implementation phasis has been used the following SEO practices:

- Page title optimization
- Meta descriptions optimization
- XML sitemaps creation
- Link optimization
- Error reduction and
- Redirections optimization

4.4.2. ON-Page SEO

Page Title. To get the maximum of SEO, two variations were tested for job title, search queries with four different job titles. Based on the results observable on the right, the highest search volume combination for job search queries by job title is: {Job Title} Jobs

Keyword variation	Job Titles	Search Volume Results
(job title) jobs	hse	hse jobs 18100
(job title) job	electrician	hse job 18100
	care assistant	electrician jobs 1000
	bus driver	electrician job 1000
		care assistant jobs 720
		care assistant job 720
		bus driver jobs 590
		bus driver job 590

Figure 36 Keyword selection 1 [source own]

Three variations were tested for location search queries with four different locations. On the basis of the results observable on the right in the picture below, the highest search volume combination for a job search query by location is “Jobs in {Location}.”



Figure 37 Keyword selection 2 [source own]

On the basis of the results observed in these two tables, the highest search volume combination for job search queries by location and job title is: “{Job title} jobs in {Location}”

Meta description. Since Monster.ie is having a tremendous amount of web pages, writing meta descriptions manually was not a good idea. That is why we generated new meta descriptions using ten templates (based on categories) while only changing the keywords, like in the examples below.

URL	Meta Title	Meta Description
https://www.monster.ie/jobs/l-cork.aspx	Cork Jobs - Cork Job Vacancies - Careers Monster	Explore jobs in Cork from entry level to management roles. Browse by industry and job title. Find the right position and build a career in Cork today.
https://www.monster.ie/jobs/l-galway.aspx	Galway Jobs - Galway Job Vacancies - Careers Monster	Browse all the jobs available in Galway and Ireland's west coast with Monster, from commerce to manufacturing. Find your dream job in Galway today!
https://www.monster.ie/jobs/l-waterford.aspx	Waterford Jobs - Waterford Job Vacancies - Careers Monster	Monster has the most comprehensive job listings for Waterford online, from entry level to management roles. Start a job today in Eire's oldest city.

Table 4 Meta description text

Site maps. The next step was generating an XML site map using the tool pro-sitemaps.com and adding an XML sitemap to Google Search Console. Now Google can easily access Monster pages and also will be able to find updated content easily. The screenshot of the new sitemap has been shown below.

```

This XML file does not appear to have any style information associated with it. The document tree is shown below.
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>
      https://job-openings.monster.com/software-applications-developer-houston-tx-us/11/203368653
    </loc>
    <lastmod>2018-11-30T21:41-05:00</lastmod>
    <priority>1</priority>
  </url>
  <url>
    <loc>
      https://job-openings.monster.com/nurses-charleston-sc-us-atc-healthcare/11/203375331
    </loc>
    <lastmod>2018-12-01T23:21-05:00</lastmod>
    <priority>1</priority>
  </url>
  <url>
    <loc>
      https://job-openings.monster.com/registered-nurse-home-health-paid-per-visit-mansfield-oh-us-brookdale-senior-living-
    </loc>
    <lastmod>2018-11-13T15:25-05:00</lastmod>
    <priority>1</priority>
  </url>
  <url>
    <loc>
      https://job-openings.monster.com/security-splunk-engineer-washington-dc-us-foxhole-technology/11/202968671
    </loc>
    <lastmod>2018-12-17T08:45-05:00</lastmod>
    <priority>1</priority>
  </url>
  <url>
    <loc>
      https://job-openings.monster.com/lead-pressman-austell-ga-us-randstad/11/203748987
    </loc>
    <lastmod>2018-12-17T08:49-05:00</lastmod>
    <priority>1</priority>
  </url>
</urlset>

```

Sitemap for Google

Figure 38 An XML sitemap [source own]

4.4.3. Technical SEO

Redirections and error reduction. First, we needed to remove 750 redirections to the home page and redirect them to the correct pages. For those purposes, the template has been created with a function that joins one of 12 selected links based on keywords from the page title. Expired job postings were needed to be directed to the 404 status code page instead of 301. Also, we have created an automation that is going to direct every job posting after its expiration date to the 404 error page. Also, we need to make sure that all error pages are removed from the sitemap.

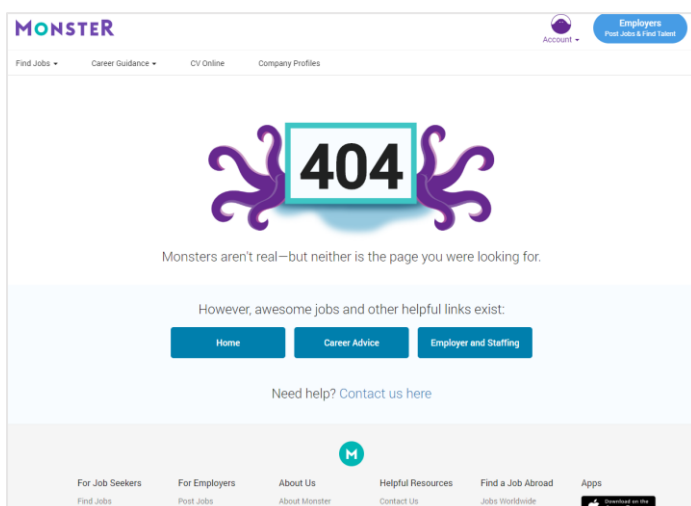


Figure 39 A status code 404 page [source own]

Our designer has created more marketing-oriented error 404 pages instead of generic ones that had been used before. Also, developers are working to fix the logic at the app level, so pages do not automatically redirect to the home page when they disappear.

5. Results and Discussion

In order to evaluate SEO results, the recommended metrics already explained within the theoretical part have been used. Those are unique visitors (monthly), average time on site, pages per visit, CTR, bounce rate, and conversation rate. The results are measured before SEO, and then each month for the next six months. For performances measurement Google Analytics tool has been used.

For the period before SEO, average monthly results in the last six months have been measured. All before explained, SEO activities have started during April and are measured at the end of each month. The results are visible from the table below:

Before SEO	May	June	July	August	September	October
Unigue visitors/month	6545	6620	6700	6992	7180	7480
Average time on site	2.17	2.17	2.19	2.21	2.33	2.42
Pages per visit	3	3	3	2	3	3
CTR	3.45	3.47	3.47	3.53	3.54	3.62
Bounce Rate	52.64	50.65	50.05	49.98	49.96	48.46
Conversation Rate	1.05	1.05	1.05	1.06	1.06	1.06

Table 5 Analysis of the SEO results

Unique visitors represent the total number of individual visits per month. Average time on site represents the average amount of time that the user spends on the website per one visit expressed in seconds. Page per visit refers to a total number of pages user visit when entering the website. The last three measures, CTR, Bounce Rate, and Conversation Rate, are expressed in percentage.

Unique visitors/month. From the graph below, we can see a significant increase in unique visitors during the analyzed period. In the first three months of SEO, we have a slight increase around 2-3 % monthly, and then in the 3rd month, we can notice a significant increase of 6%, and then till the end of the monitored period, we have consistently slightly increase of unique visits. We can see that six months of SEO efforts brought us 13 % more unique visitors. Also, from the graph, we can see a clear trend line, and we can write a trend equation: $Y= 162.32X + 6317.4$. Based on this trend function, we can make prognoses for the future period. If we maintain all SEO activities in 12 months, we would have 8462 unique visitors what is compared to the current situation 12% more.



Figure 40 Unigue visitors/month [source own]

Average time on site progress is shown on the graph below. During the first two months, just a slight improvement is noticeable. The more significant difference we can spot from the 3rd month. Six months of optimization has resulted in a 20% higher Average time on site.

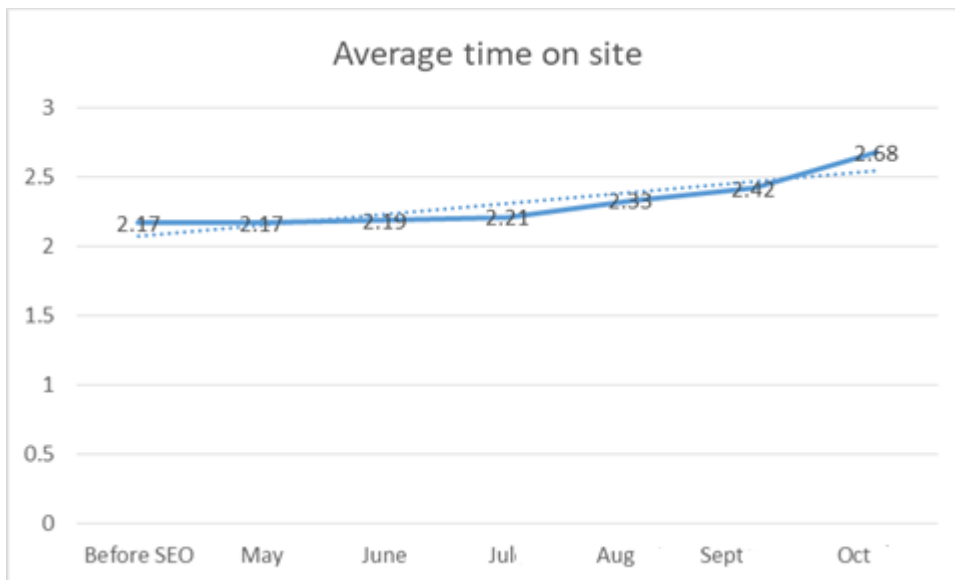


Figure 41 Average time on site [source own]

Click-through rate has a small growth during the first five months and then more severe growth during the last month of the monitored period. After six months of SEO, we have an increase of 16%. We could consider that as a significant improvement because it directly

affects both our quality score and price per click in terms of advertising. We can conclude that proper keyword selection and all SEO efforts have increased CTR.

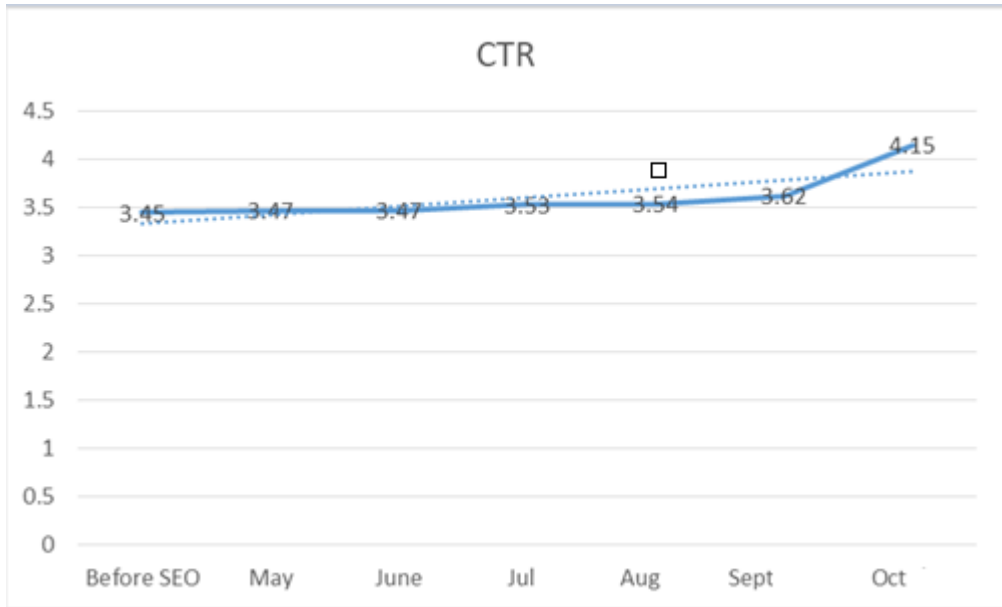


Figure 42 Click through rate [source own]

Bounce rate. The flow of the bounce rate is pretty impressive, as we can see from the graph. However, it does not follow the trend line. At the beginning of the optimization period, the contrast is most significant, the bounce rate is 9% lower, and for the next three months, it remains almost the same. At the end of the 4th months, we have a more significant difference again, and then it follows the trend line. We can write the trend equation again: $Y = -0.63x + 52.519$. Following the trend function, we can expect a bounce rate of 47.95% in one year of optimization.

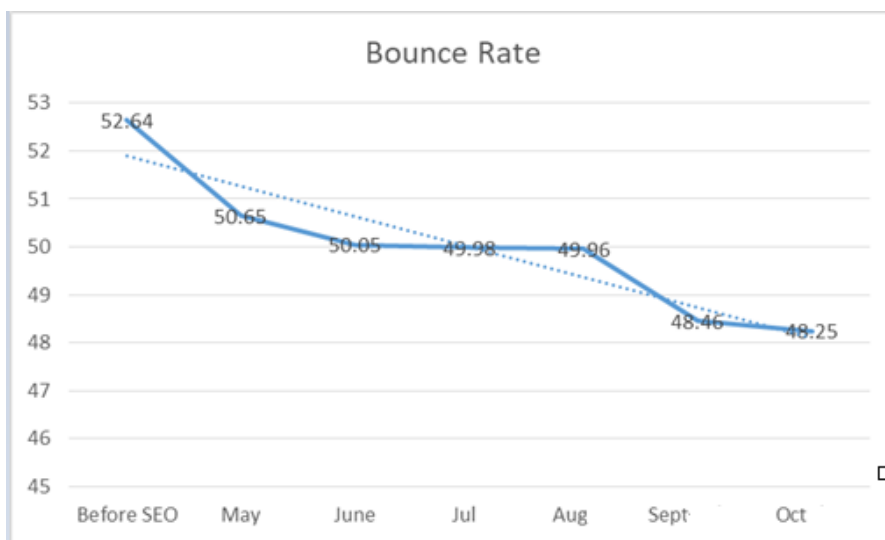


Figure 43 Bounce rate [source own]

Pages per visit remain the same during the observatory period except for July when is visible a significant decrease. Pages per visit should also directly impact two other important metrics: bounce rate and time on site. The expectation was that the drop in page per visit would cause a drop in bounce rate and time per site. However, the result has shown an increase in both metrics.



Figure 44 Pages per visit [source:own]

Conversation rate. First first two months' conversation rate remains the same, and then an increase occurs during the third month. During the next two months conversation rate stays on the same level, and then in the sixth month, a significant increase is noticeable. During the six months of optimization period, the increase was 8%. A higher conversion rate is indicative of a successful SEO strategy.

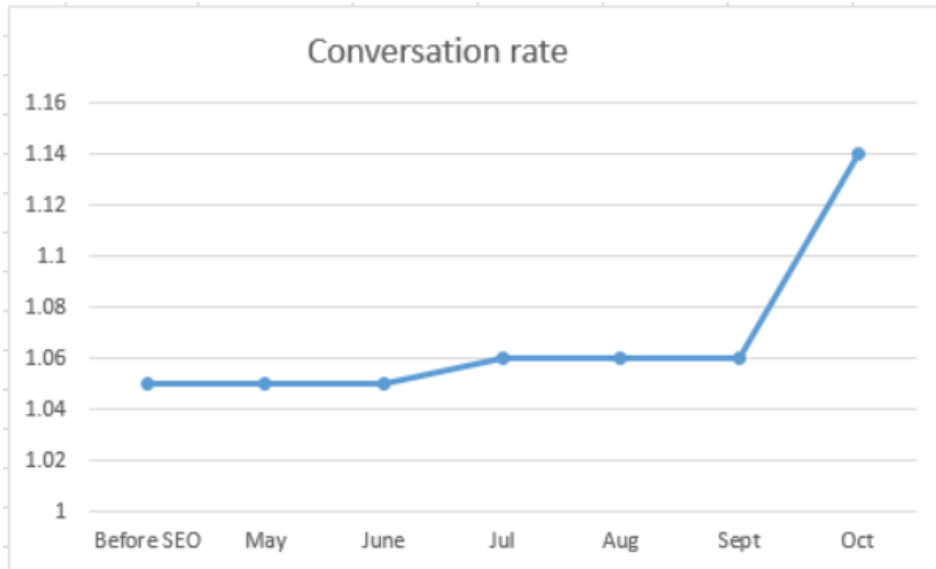


Figure 45 Conversation rate [source: own]

After six months of applying some of the recommended SEO practices such as page title optimization, meta descriptions optimization, XML sitemaps creation, link optimization, error reduction, and redirections optimization, we can notice a significant improvement.

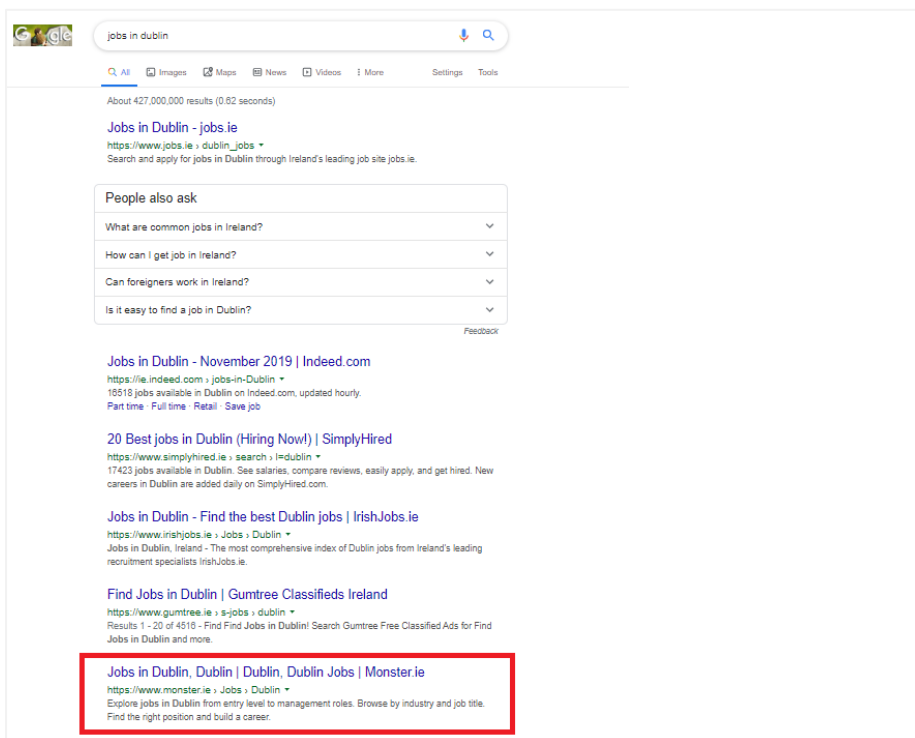


Figure 46 Google search result for one of keywords [source own]

On the image above, we can see that for the term “jobs in Dublin” Monster.ie takes sixth position on the first page on Google. Based on a test of 20 keywords, we can say that for

75% of queries with the following structure, “{job title} jobs,” “jobs in {location}” or “{job title} jobs in (location)” Monster is on the first page of Google.

6. Conclusion

The main intent of the diploma thesis was to investigate and to analyze best SEO practices to implement into web development and to determine the link between online research, positioning, site visits, and the improvement of the overall business.

In the literature review, in-depth research has been done of both online and offline materials in order to explain as many aspects of this topic as possible. Most of the information which was researched on a theoretical basis was further shown in practice within the practical part. The practical part verified the usability of the website www.monster.ie.

With this work has been proven that while respecting recommended optimization methods, it is possible to achieve excellent results. In the early stages, often due to a lack of results, the SEO process may seem unsuccessful. Nevertheless, it is not so, because real results at that phase can be seen through analytics, which can confirm that we are going in the right direction and that there are alterations that are important in the distant future as well.

There are many benefits to the SEO process. However, the most significant benefit is an increase in organic visits, that is, an increase in conversion. Because with the growth of the website's position on organic search engines, traffic increases what leads to conversion increase. This directly affects the increase in brand visibility as well as the growth of product or service sales, which is the ultimate goal and basis of optimization.

SEO optimization can bring the website to a higher position on Google. However, this progress needs to be accompanied by concrete results and increased conversions. Higher rank in Search Engine will bring more traffic to the website, which will lead to more customers and more profit for the company.

Having a website located in the best possible position on the first page of Google search engine is the primary goal, as the number of visits to the site increases, the conversion increases significantly, and this, of course, has a significant impact on the business itself. It is crucial to keep up with the most current standards because adapting to changes fast can provide a competitive advantage.

In this diploma thesis, it was shown that SEO is not only an achievement of a specific group of IT enthusiasts, but it is a matter that should become a standard part of the creation of websites. It proves that increasing the traffic, improving search engine ranking, and delivering a positive result is a straightforward way by quickly editing pages, implementing

common web standards, and using optimization features. At the same time, it indicates that optimization is a long-term and persistent matter that today's top position in the search engine does not automatically mean the same position a few months later and that stagnation when working with a web project is shortly affected by drop in traffic. In order to achieve some visible results and to notice changes in the ranking at all, a long-term commitment is needed.

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8. Appendix

Keyword research and monthly search volume

Keyword	Monthly Search Volume	Category
CV	28100	Career Advice
curriculum vitae	24600	Career Advice
jobs	22200	Generic
interview	5400	Career Advice
jobs ie	5400	Generic
work from home	5400	LPF Vertical
salary calculator	3600	Career Advice
freelance	2900	LPF Job Type
internship	2400	LPF Job Type
work from home	2400	LPF Job Type
monster ie	1900	Brand
cv template	1900	Career Advice
cover letter	1900	Career Advice
account manager	1900	LPF Job Title
student jobs	1900	LPF Job Type
job finder	1600	Generic
freelance jobs	1600	LPF Job Type
career	1300	Career Advice
jobs full time	1000	Generic
part time jobs	1000	LPF Job Type
jobs in dublin	1000	LPF Location
business analyst	880	LPF Job Title
project manager	880	LPF Job Title
tax calculator	720	Career Advice
cover letter examples	720	Career Advice
full time	720	LPF Job Type
apprenticeships	720	LPF Job Type
monster jobs	590	Brand
part time	590	Job Type
weekend jobs	590	Job Type
it jobs	590	Job industry
cv online	480	Career Advice
template cv	480	Career Advice
graphic designer	480	Job Title
jobs in limerick	480	Location
jobs in ennis	390	Location
jobs in gent	390	Location
interview questions	390	Career Advice

cv template word	390	Career Advice
job advertisement	390	Generic
jobs in belgium	390	Generic
accounting	390	Job industry
police jobs	390	Job industry
resignation letter	320	Career Advice
cv maker	320	Career Advice
model cv	320	Career Advice
marketing manager	320	Job Title
marketing jobs	320	Job industry
management consulting	320	Job industry
antwerpen jobs	260	Location
jobs in brugge	260	Location
resume examples	260	Career Advice
salary	260	Career Advice
job interview	260	Career Advice
cover letter sample	260	Career Advice
cv layout	260	Career Advice
civil service jobs	260	Job industry
mechanical engineering	260	Job industry
international jobs	260	Job industry
human resources jobs	260	Job industry
jobs in aalst	210	Location
salary calculator	210	Career Advice
job interview questions	210	Career Advice
employment	210	Generic
new job	210	Generic
bookkeeping	210	Job Title
data analyst	210	Job Title
online jobs	210	Job Type
sales jobs	210	Job industry
jobs in leuven	210	Location
jobs in mechelen	170	Location
job application	170	Career Advice
example cv	170	Career Advice
cover letter template	170	Career Advice
job vacancies	170	Generic
job sites	170	Generic
general manager	170	Job Title
executive assistant	170	Job Title
it support	170	Job Title
pilot jobs	170	Job Title
internships abroad	170	Job Type

social worker	170	Job industry
hotel jobs	170	Job industry
call center jobs	170	Job industry
jobs in oostende	140	Location
graduate program	140	Career Advice
cv format	140	Career Advice
jobs online	140	Generic
administrative assistant	140	Job Title
offshore jobs	140	Job Title
chauffeur jobs	140	Job Title
account manager jobs	140	Job Title
finance jobs	140	Job industry
creative jobs	140	Job industry
automotive jobs	140	Job industry
security jobs	140	Job industry
jobs in geel	140	Location
jobs in genk	140	Location
jobs in hasselt	140	Location
luxembourg jobs	140	Location
vlaanderen jobs	140	Location
gent jobs	110	Location
jobs in halle	110	Location
jobs in ller	110	Location
www monster ie	110	Brand
online cv	110	Career Advice
free cv template	110	Career Advice
cv sample	110	Career Advice
how to write a cover letter	110	Career Advice
jobsearch	110	Generic
job opportunities	110	Generic
jobs abroad	110	Generic
belgium jobs	110	Generic
interior designer	110	Job Title
lab technician	110	Job Title
project manager jobs	110	Job Title
engineering jobs	110	Job industry
retail jobs	110	Job industry
environmental jobs	110	Job industry
travel jobs	110	Job industry
consulting jobs	110	Job industry
jobs in luxembourg	110	Location
jobs in ieper	90	Location
how to write a cv	90	Career Advice
cover letter internship	90	Career Advice


example cover letter	90	Career Advice
security guard	90	Job Title
summer jobs	90	Job Type
airport jobs	90	Job industry
babysitting jobs	90	Job industry
museum jobs	90	Job industry
aviation jobs	90	Job industry
sap jobs	90	Job industry
merchandising jobs	90	Job industry
supply chain jobs	90	Job industry
trade jobs	90	Job industry
sports jobs	90	Job industry
jobs in dublin	300	Location
leuven jobs	90	Location
resignation letter sample	70	Career Advice
cover letter format	70	Career Advice
letter of resignation	70	Career Advice
interview tips	70	Career Advice
job application letter	70	Career Advice
career opportunities	70	Career Advice
project manager job description	70	Career Advice
cv templates free	70	Career Advice
cv tips	70	Career Advice
sports careers	70	Career Advice
example of cv	70	Career Advice
best jobs	70	Generic
find a job	70	Generic
hotjobs	70	Generic
economist jobs	70	Job Title
concierge jobs	70	Job Title
summer internships	70	Job Type
full time jobs	70	Job Type
work from home jobs	70	Job Type
charity jobs	70	Job industry
gis jobs	70	Job industry
green jobs	70	Job industry
media jobs	70	Job industry
cruise jobs	70	Job industry
architecture jobs	70	Job industry
animation jobs	70	Job industry
bank jobs	70	Job industry
legal jobs	70	Job industry
public relations jobs	70	Job industry
brussel jobs	70	Location

jobs in herentals	70	Location
jobs in sint niklaas	70	Location
jobs in sint truiden	70	Location
jobs in tienen	70	Location
jobs in dundalk	50	Location
jobs in waterford	50	Location
jobs in tralle	50	Location
jobs in lommel	50	Location
jobs in ninove	50	Location
interview questions and answers	50	Career Advice
resignation letter template	50	Career Advice
graduate jobs	50	Career Advice
job interview questions and answers	50	Career Advice
job interview tips	50	Career Advice
cv builder	50	Career Advice
how to make a cv	50	Career Advice
office manager job description	50	Career Advice
perfect cv	50	Career Advice
job websites	50	Generic
looking for a job	50	Generic
nurse practitioner	50	Job Title
business analyst jobs	50	Job Title
courier jobs	50	Job Title
community manager jobs	50	Job Title
personal assistant jobs	50	Job Title
non profit jobs	50	Job Type
jobs part time	50	Job Type
cruise ship jobs	50	Job industry
customer service jobs	50	Job industry
oil and gas jobs	50	Job industry
digital marketing jobs	50	Job industry
visual merchandising jobs	50	Job industry
management jobs	50	Job industry
payroll jobs	50	Job industry
copywriter jobs	50	Job industry
communications jobs	50	Job industry
jobs in Belfast	50	Location
sligo jobs	50	Location
jobs in Galway	40	Location
Waterford jobs	40	Location

A questionnaire designed with a purpose to collect information about the current state of SEO in the company.

Survey

* Required



Your name

Your answer

Your country and language

Your answer

What are your expectations from SEO? *

- Increasing brand awareness
- Increasing traffic to website
- Accessing more clients

What of these factors has the biggest impact on your business? *

- Online advertising
- PPC
- Content marketing
- SEO
- Affiliate marketing
- PR
- Social media

How long do technical changes take to implement? *

- Within a month
- Longer than month

Is content in your industry becoming oversaturated?

- Yes, everyone writes the same things
- Slightly, just a few brands innovate
- Not at all

Do competitors target your brand name?

- yes
- no
- unsure

SUBMIT