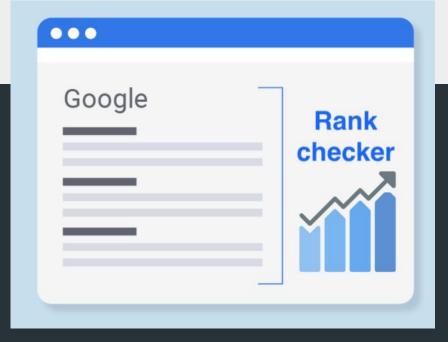


# Webinar

APRIL 2023

SEO for online directories



### Our Team



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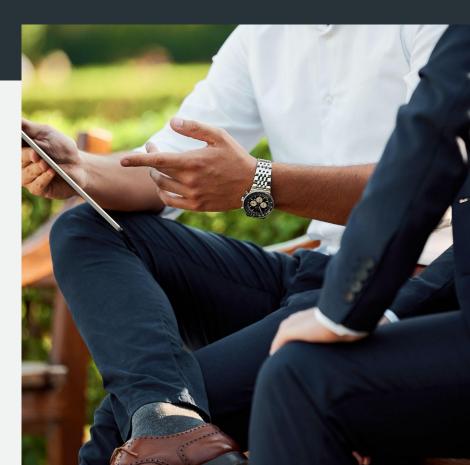


### Next Events

- May 3rd Revenue Strategies
- May 17th AI for Content Marketing and SEO



https://www.edirectory.com/webinars



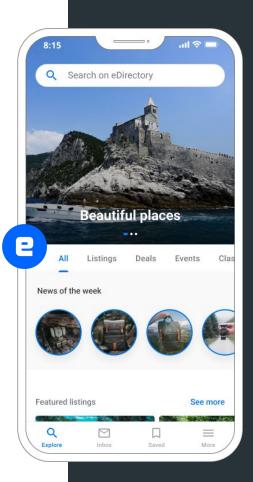
# Background on the eDirectory platform

Fits any industry or purpose

Highly customizable

Integrated apps

Source code available



# **SEO for online directories**



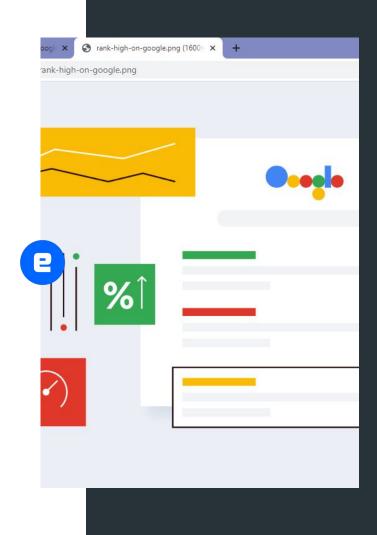
### WHAT IS SEO

Search Engine Optimization are techniques to improve your website and get more indexing with better rankings in search engines.



# What is Google looking for?

- Relevant Content
- User Experience
- Social Signs



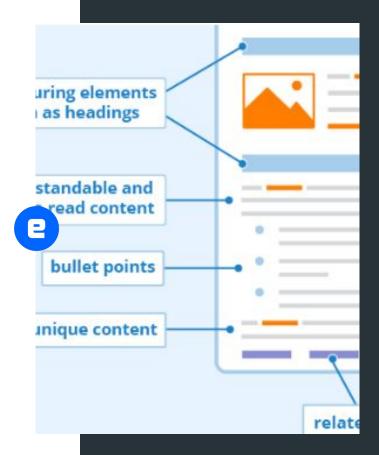
### **Types of SEO**

### **ON PAGE**

- content

**OFF PAGE** 

- technical actions



### **OFF Page SEO**

- Site's code
- Structured Data
- Lazy Load
- Webp image format
- Etc



# **ON Page SEO**

- KEYWORDS
- FRIENDLY URLs
- META DESCRIPTION
- TITLE TAGS
- GENERAL TEXTS
- IMAGES



### What is a Keyword?

These are words and terms that people use to search for things on the internet.

	Q hotels						
	Broaden your search: + places to stay + dog friendly ac						
	Add filter 1,290 keyword ideas availal						
		Keyword (by relevance)	Avg. monthly searches				
	Keyn	ioras you provided					
8		hotels	45,500,000				
	Keyword ideas						
		booking	1,000,000				
		hotels near me	7,480,000				
		marriott	1,830,000				
		holiday inn	2,740,000				
		marriott bonvoy	823,000				

# **Types of Keywords**

Keywords can be broader (called Head Keywords), or they can be more specific with two or more terms (called Long Tail keywords).

e	Match Type	Special Symbol	
	Broad Match	none	
	Broad Match Modifier	+keyword	
	Phrase Match	"keyword"	
	Exact Match	[keyword]	

### **Meta Description**

It is additional text that is displayed on Google results pages. yoast.com > SEO blog > Content SEO \*

How to create the right meta description + Yoast

Dec 16, 2019 - The meta description is a snippet of up to about 155 characters - a tag - which summarizes a page's content. Search engines abow it ...

www.wordstream.com > meta-description \*

The Importance of Meta Descriptions for SEO | WordStream A meta description is an attribute within your meta tags that helps describe your page snippet of text may appear in the search engine results under your ...

neipatel.com ( blog ) meta-description-magio \*

#### Meta Description Magic: Think Less about SEO & More about

c meta description tag in HTML is the 160 character snippet used to summarize a w e's content. Search engines sometimes use these snippets in ...

themeiale.com : blog : meta-description-examples =

15 Meta Description Examples, Plus How to Write a Perfect ... Aug 14, 2020 - How long should your meta description be? When Google increased the of search descriptions to 320 characters back in December 2017, ...

www.shopify.com > Shopify Blog \*

Е

How to Write Meta Descriptions that Drive Clicks and ... - Sho

Apr 12, 2019 - A meta description is meta tag that acts as a 155-160 characters summ describes the content of a web page. Search engines show it in ...

www.w3schools.com ( tags ) tag\_meta \*

#### HTML meta tag - W3Schools

<meta> tags always go inside the <head> element, and are typically used to specify the set, page description, keywords, author of the document, and ...

# **Title Tags**

They indicate to search engines the "topics" contained in the pages.

H1 / H2 / H3 / etc

<h1>Heading 1</h1>

<h2>Heading 2</h2>

Ch3>Heading 3</h3>

<h4>Heading 4</h4>

<h5>Heading 5</h5>

<h6>Heading 6</h6>

### **General Text + Images**

Gives "density" and "depth" to the content.

Images, when uploaded to the website, must contain the "Alt Name" element.

SE Ranking
SERAIKING
327 <a class="back-to-list" href="https://seranking.com/blog">Back to All Pos</a>
328 
329 <a class="pi-cate&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;330 AFO Losighta S/a&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;331 &lt;hl class=" entry-title"="" href="https://seranking.com/blog/category/seo-insight/" style="color: white;">How to do SEO for blogs</a>
332
333
334
335
336 <div class="site" id="page"> 337 <div class="site-inner"></div></div>
337 (div class="skip-link screen-reader-text" href="#content">Skip to content
339 <div class="site-content" id="content"></div>
341 <div class="content-area" id="primary"></div>
342 <main class="site-main" id="main" role="main"></main>
343 <article class="single-article post-4217 post type-post st&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;344 &lt;div class=" entry-content="" id="post-4217" inside"="" post=""></article>
<pre>45 <div class="pi-author-and-date"></div></pre>
6 <div class="pi-author"></div>
17 <div pi-date-and-time"="" style="background-image:url{https://seranking.com/blog/wp-content/&lt;/p&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;348 &lt;div&gt;Andrew Shipp&lt;/div&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;349 &lt;/div&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;350 &lt;div class="></div>
351 <span>Mar 27, 2019</span>
352 <span class="separation_line"> </span>
353 <span><span class="span-reading-time rt-reading-time"><span 400;"="" class="rt-lab&lt;/p&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;354 &lt;/div&gt; 355 &lt;/div&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;pre&gt;355 &lt;/pre&gt;&lt;/pre&gt;style=" font-weight:="">Nost of us read a blog post or two every n</span></span></span>
357 span style="font-weight: 400;">And the reason is simple: blogs are a powerful
expert content is produced, that is.
358 <span style="font-weight: 400;">But creating an SEO-friendly blog is a far mor</span>
359 /span style="font-weight: 400; >50 if you're planning to start a blog or need
380 <h2><b>Creating content readers will love</b></h2>
381 <span and="" growing="" of="" podcasts="" popularity="" style="font-weight: 400; " swith="" td="" the="" vi<=""></span>
302 <span style="font-weight: 400;">But as a matter of fact, blogging is well aliv</span>
businesses:

ML Heading Tags: The SEO Guide for H1 - H6

# eDirectory SEO Center

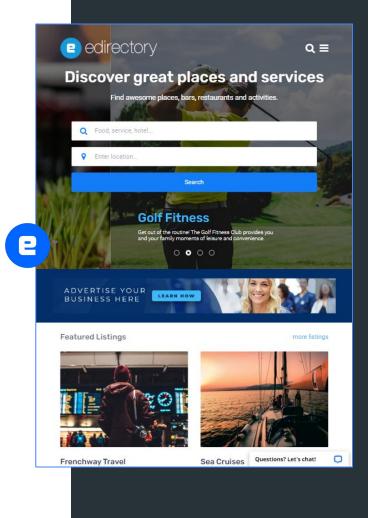
In all items you will find the SEO Center to optimize your website.

- 1. Focus on the Home Page
- 2. Focus on Categories
- 3. Focus on Locations

=			() <b>ire</b> Ed
SEO	Center @		
R	Search Engine Verification Verify your site with Google by adding the snippet of o Click here to go to Search Verify section.	ode needed to	) link your account to Google's Search Co
(T	Sitemap View your Sitemap (which is updated nightly) so it can be submitted to Google through the Search Console.	Ē	Home Page Optimization Add keywords, meta tags and Slug UP Home Page.
٦	Category Optimization Add keywords, meta tags and Slug URU's to your Categories.	9	Location Optimization Configure your Location satisfings and a site for local search. Click here to go to Locations section
	Item Optimization Set up your Modules and make sure all of your site co	intent is optimi	zed with keywords, meta tags and Siug L
	Listings Classifieds	Deals	Events

### Home Page

It must contain the main terms and keywords, distributed among the Titles.



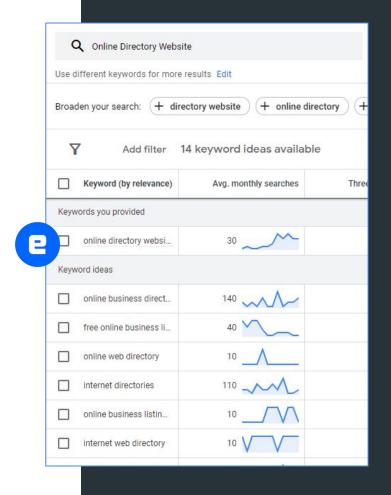
### Categories and Locations

Directories, while niche sites, are excellent opportunities for long-tail keywords, especially when applied to categories and subcategories.

Advogados, Escritórios
American (Traditional)
~ Auto Dealers Toronto - New and used
~ Beauty and Fitness
Buffets
~ Entertainment
~ Food and Dining
~ Gifts and Flowers
Health
Japanese

### **Keyword Research**

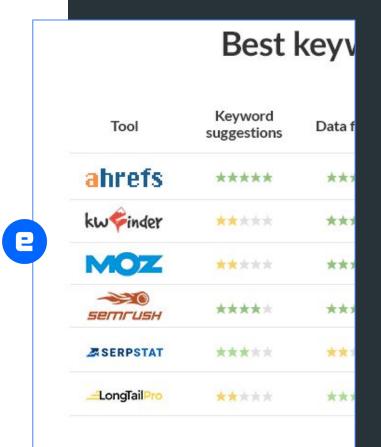
It is the process of identifying the most relevant terms for the different pages of your website, seeking for more chances of better organic ranking.



### How to do the research

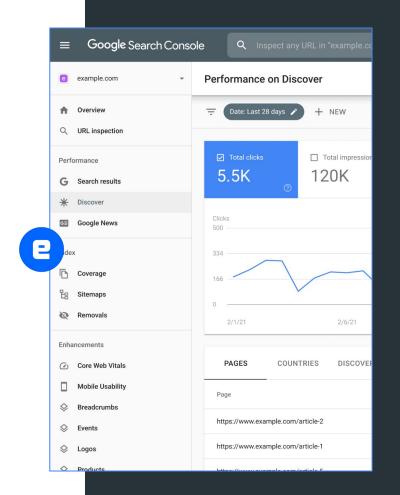
- Softwares (Moz/etc)
- Adwords Planner
- Competitor Analysis

Create a spreadsheet, find variants, analyze search volume



### **Google Search Console**

- Ownership Verification
- Site map
- Errors that are not errors



# Wrapping Up

SEO optimization will help your project seek the best opportunities for organic positioning, but the results are rarely immediate.

