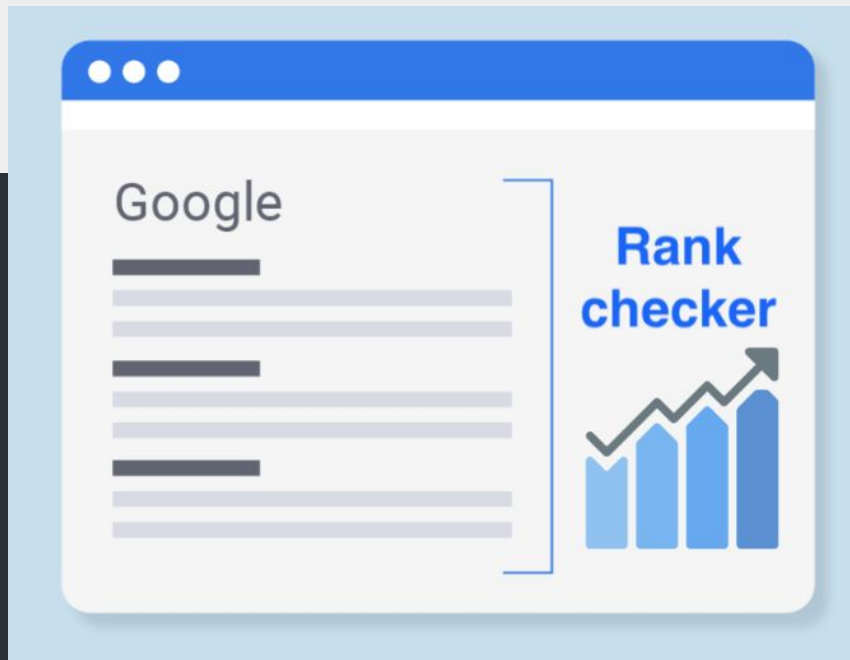


Webinar

APRIL 2023

| SEO for online directories



Our Team



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edirectory

Next Events

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



<https://www.edirectory.com/webinars>



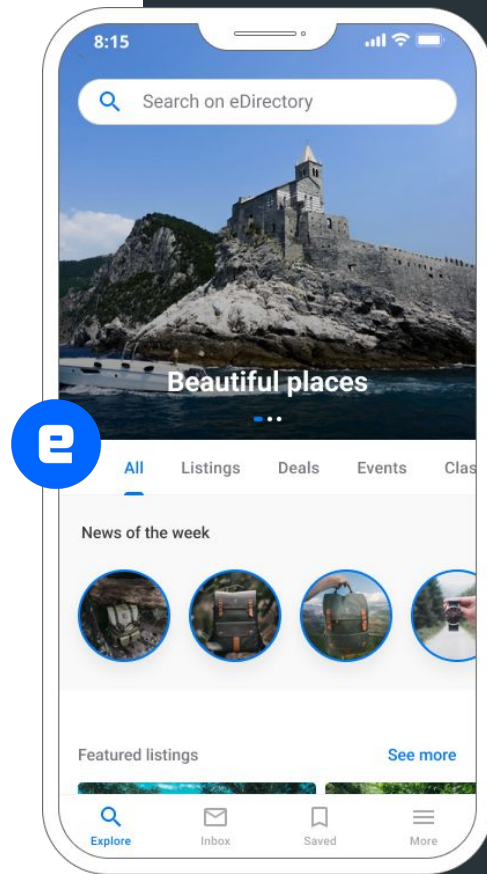
Background on the eDirectory platform

Fits any industry or purpose

Highly customizable

Integrated apps

Source code available



SEO for online directories



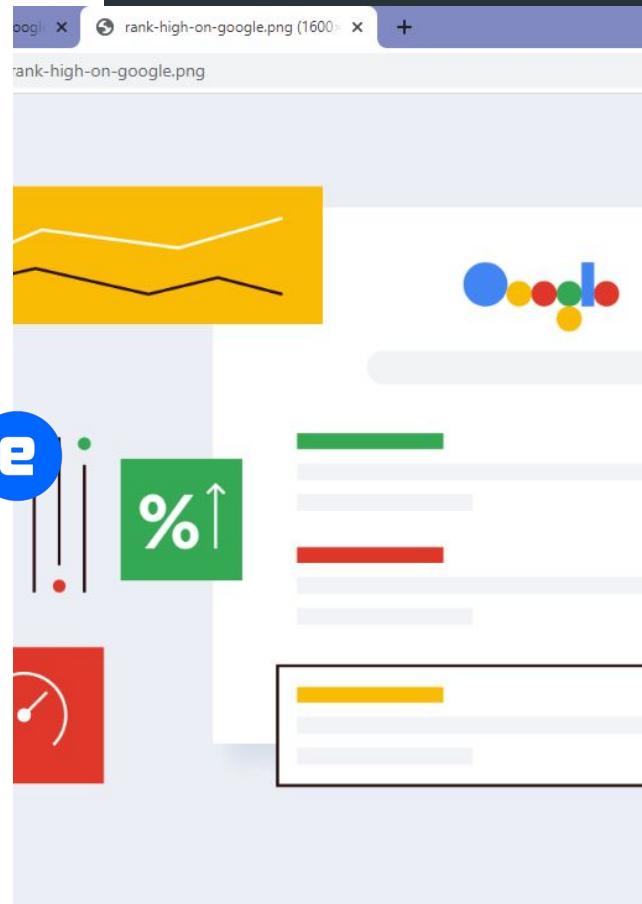
WHAT IS SEO

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



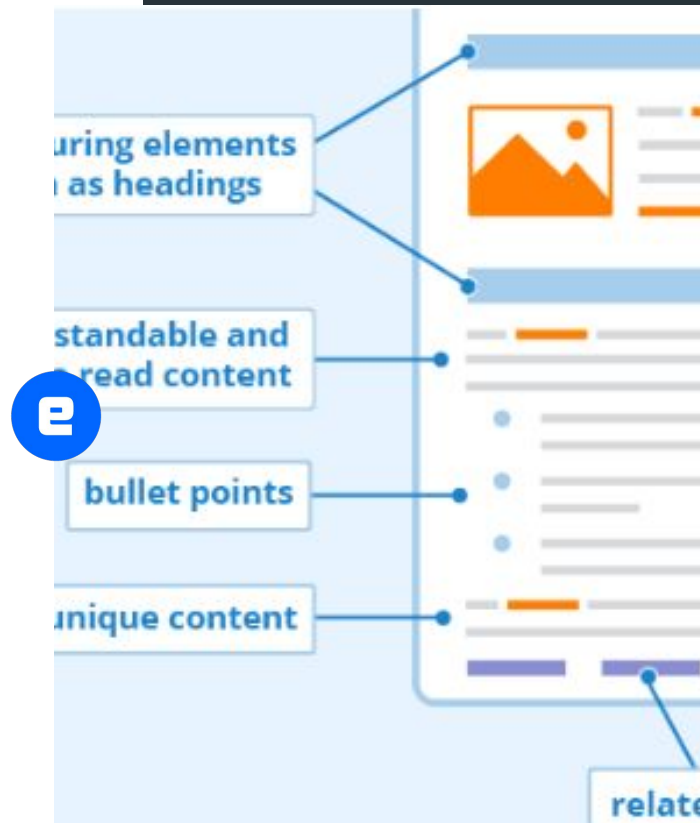
Types of SEO

ON PAGE

- content

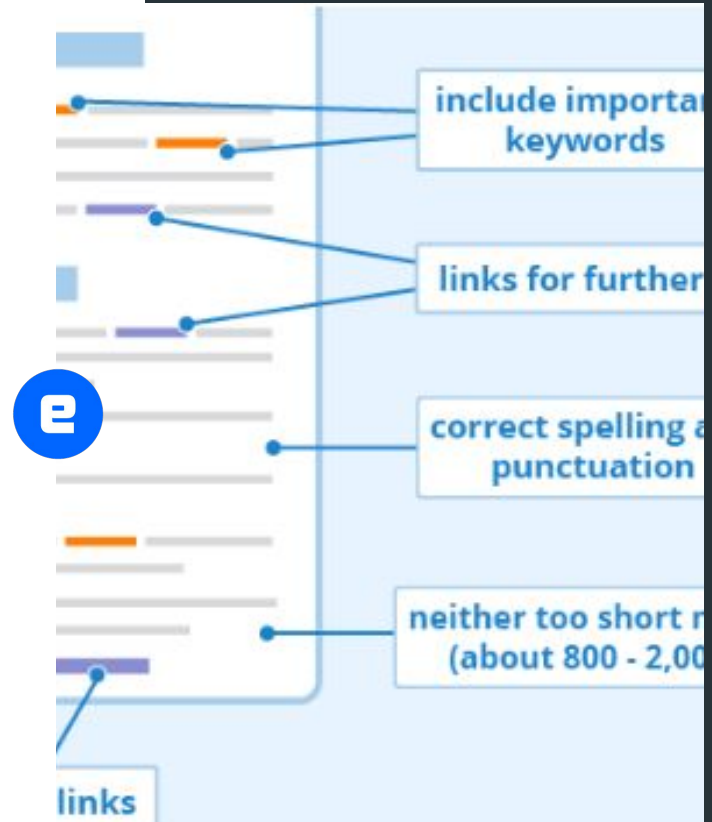
OFF PAGE

- technical actions



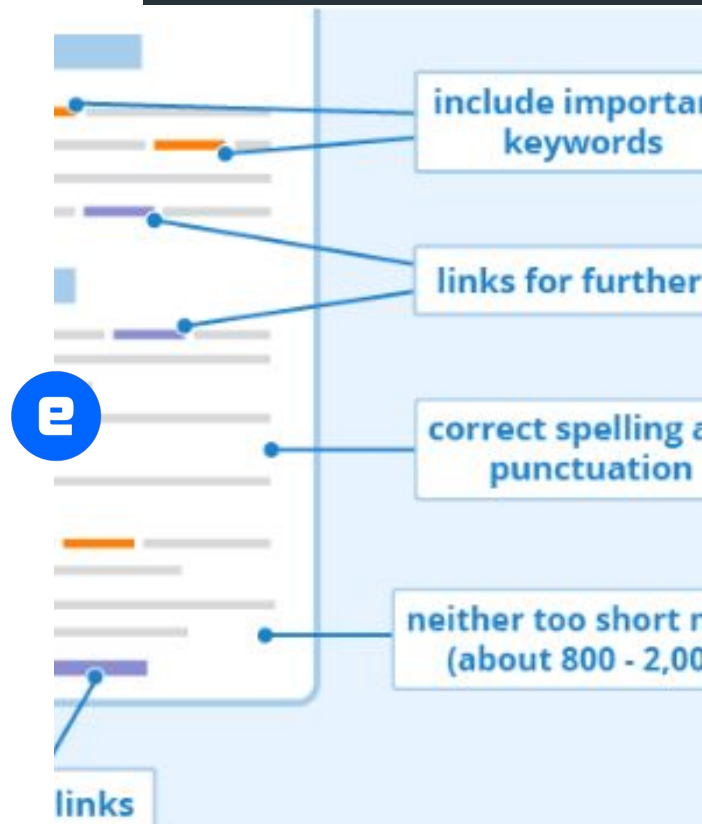
OFF Page SEO

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



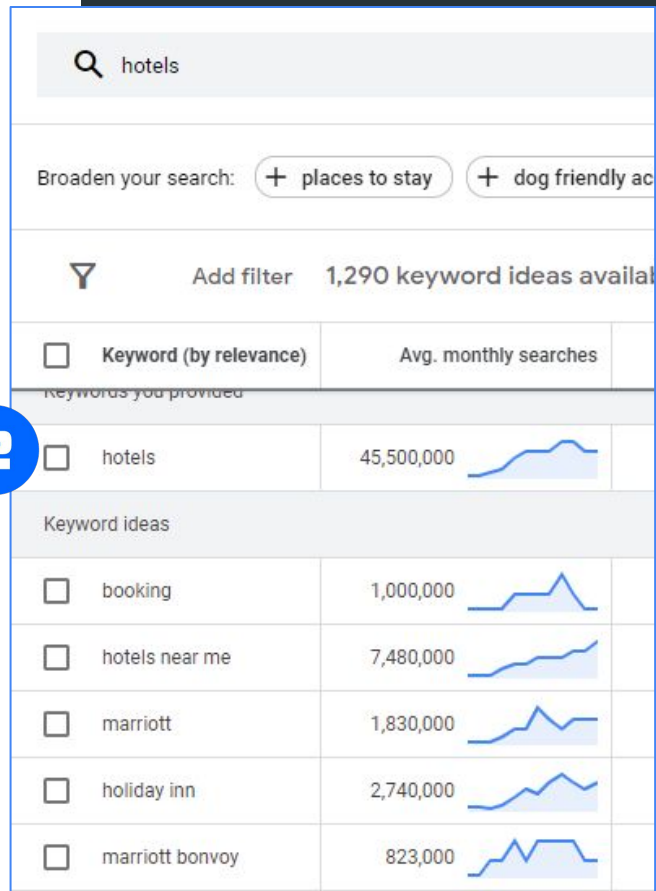
ON Page SEO

- 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.



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).



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 show it ...

Google shows the wrong meta ... Yoast SEO 12.9 The title What is a slug?

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 ...

neilpatel.com > blog > meta-description-magic >

Meta Description Magic: Think Less about SEO & More about

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

themeisle.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 length of search descriptions to 320 characters back in December 2017, ...

www.shopify.com > Shopify Blog >

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

Apr 12, 2019 - A meta description is meta tag that acts as a 155-160 characters summary that 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 charset, 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>`



`<h3>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

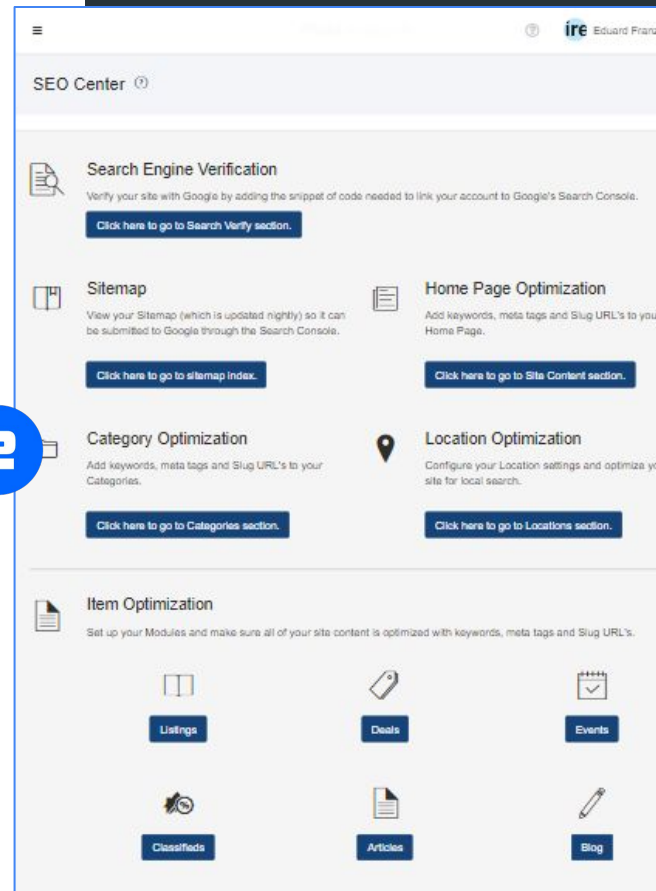
```
327 <a class="back-to-list" href="https://seranking.com/blog">Back to All Posts
328 <br>
329 <a href="https://seranking.com/blog/category/seo-insight/" class="pi-catego
330 seo-insights"></a>
331 <h1 class="entry-title" style="color: white;">How to do SEO for blogs</h1>
332 </div>
333 </div>
334 </div>
335
336 <div id="page" class="site">
337 <div class="site-inner">
338 <a class="skip-link screen-reader-text" href="#content">Skip to content</a>
339 <div id="content" class="site-content">
340
341 <div id="primary" class="content-area">
342 <main id="main" class="site-main" role="main">
343 <article id="post-4217" class="single-article post-4217 post type-post statu
344 <div class="entry-content post_inside">
345 <div class="pi-author-and-date">
346 <div class="pi-author">
347 <div style="background-image:url(https://seranking.com/blog/wp-content/up
348 <div>Andrew Shipp</div>
349 </div>
350 <div class="pi-date-and-time">
351 <span>Mar 27, 2019</span>
352 <span class="separation_line"></span>
353 <span><span class="span-reading-time rt-reading-time"><span class="rt-label
354 </div>
355 </div>
356 <p><span style="font-weight: 400;">Most of us read a blog post or two every now
357 <p><span style="font-weight: 400;">And the reason is simple: blogs are a powerful m
expert content is produced, that is.</span></p>
358 <p><span style="font-weight: 400;">But creating an SEO-friendly blog is a far more
359 <p><span style="font-weight: 400;">So if you're planning to start a blog or need to
360 <h2><b>Creating content readers will love</b></h2>
361 <p><span style="font-weight: 400;">With the growing popularity of podcasts and vide
362 <p><span style="font-weight: 400;">But as a matter of fact, blogging is well alive
businesses.</span></p>
```

VL Heading Tags: The SEO Guide for H1 - H6

eDirectory SEO Center

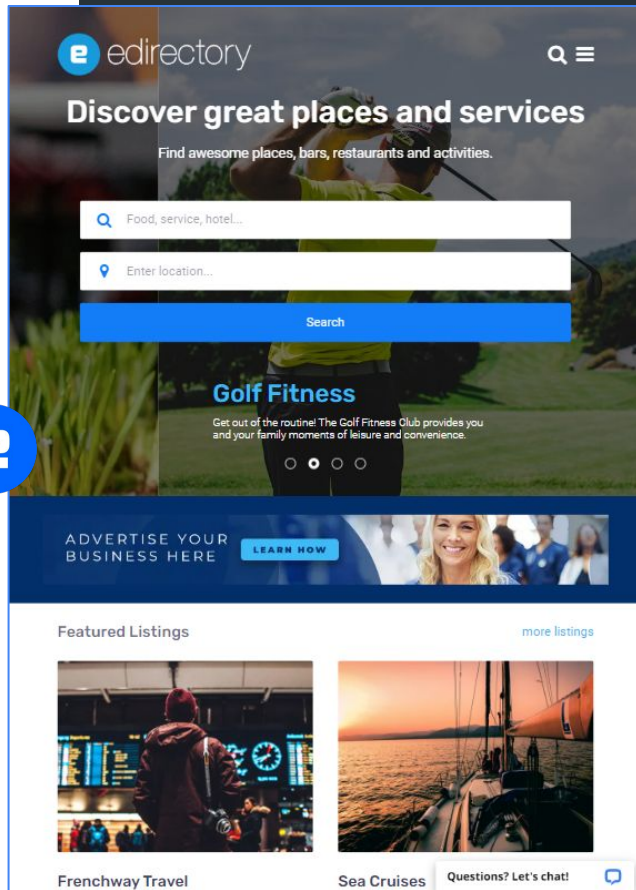
In all items you will find the SEO Center to optimize your website.

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



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

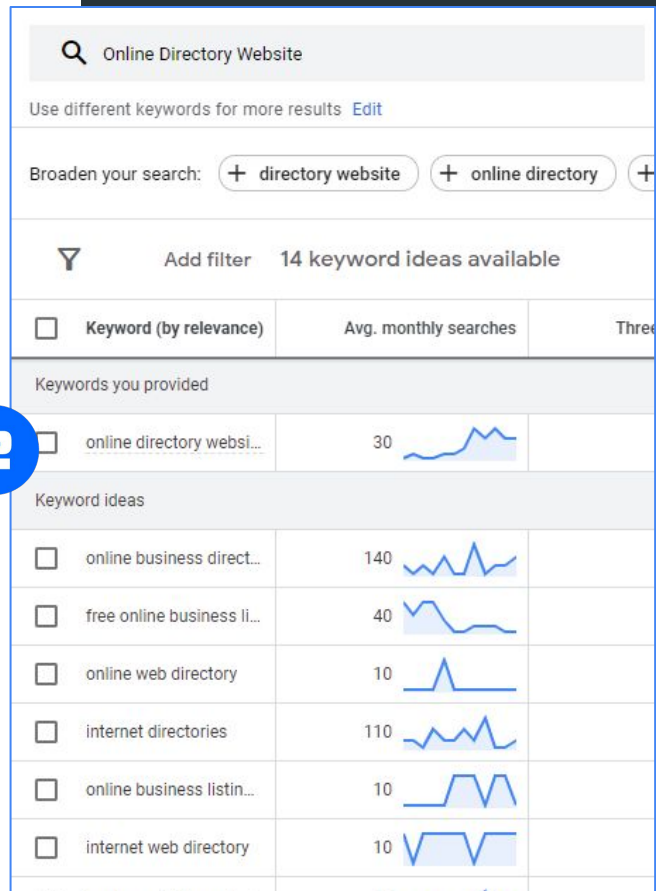
✓ Gifts and Flowers

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

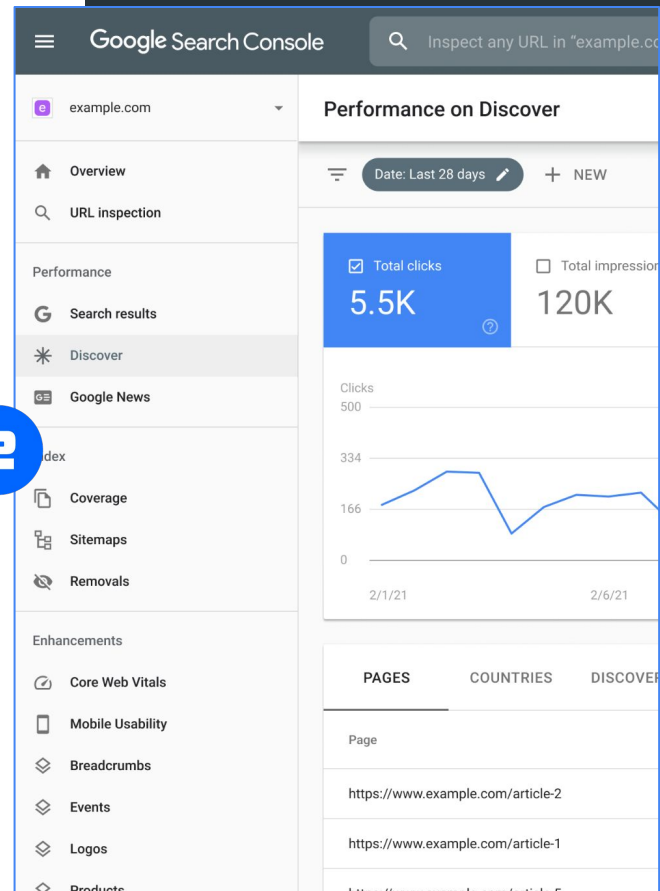
Create a spreadsheet, find variants, analyze search volume



Best keywords		
Tool	Keyword suggestions	Data f
	★★★★★	★★★
	★★★☆☆	★★★
	★★★☆☆	★★★
	★★★★☆	★★★
	★★★★☆	★★★
	★★★☆☆	★★★

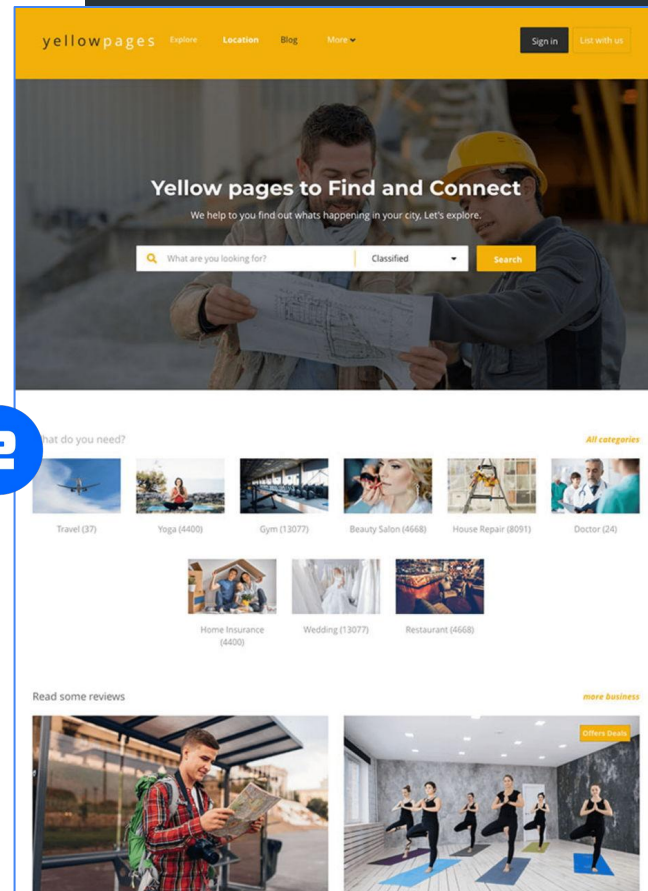
Google Search Console

- 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.



QUESTIONS?

