

# SEO Driven Development

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# What is SEO?

SEO- is the practice of optimizing a website so that it ranks well on search engines.

When you build a website, there are two major aspects to consider: consumers and search engines.



# On Page SEO Techniques

**On-page SEO** - the practice of optimizing webpages to improve a website's search engine rankings and earn organic traffic.

Some on-page SEO Techniques

- |                       |                      |
|-----------------------|----------------------|
| 1. Meta Viewport      | 6. Header tags       |
| 2. Title Tags         | 7. Mobile Responsive |
| 3. Meta Description   | 8. Internal Linking  |
| 4. Keywords           | 9. SEO Friendly Urls |
| 5. Image Optimization | 10. robots.txt       |



# Meta viewport

A meta viewport tag sets the visible area of a web page. It is used to instruct the browser how to render the page on different screen sizes (i.e., desktop/tablet/mobile).

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```



# Keywords

When users enter a search query, the search engine finds pages containing the words they've searched. Keywords can be included in **titles** and **metadata**

```
<meta name="keywords" content="SEO, development, software, company">
```



## Title Tags

Title tags tell search engines and searchers what a page is about. Compelling titles will help your pages rank for their primary keywords and make searchers want to click through from SERPs.

- Every page has a title.
- Every title is unique.
- Titles include relevant keywords.
- Page titles are descriptive and accurate.
- Title length is between 50-60 characters to avoid being cut off (truncated) in search results.
- Titles are click-friendly! Make them stand out.

```
<title>SEO Driven -Development</title>
```

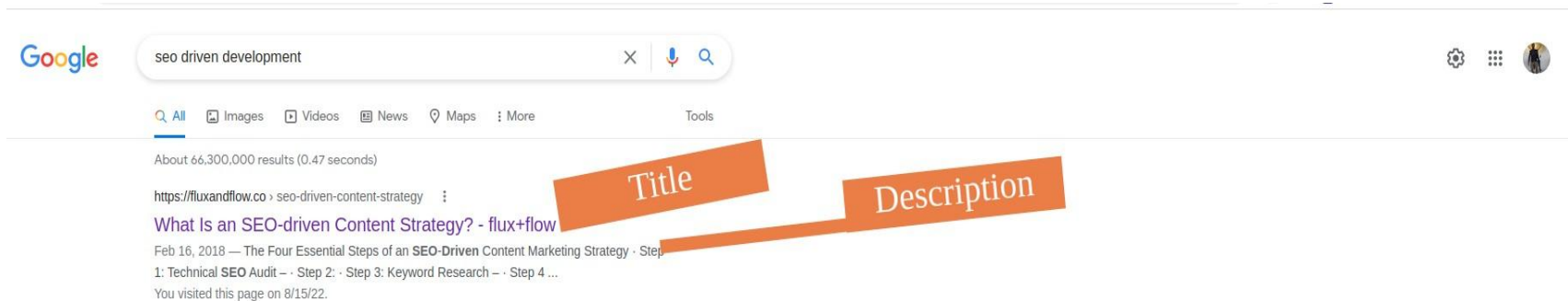
# Meta Description

Meta descriptions show under your page title in Google search results. Besides having an accurate title, you want your meta description to summarize what searchers can expect to find on your page.

Google will truncate meta descriptions longer than 160 characters (recommended 110-145)

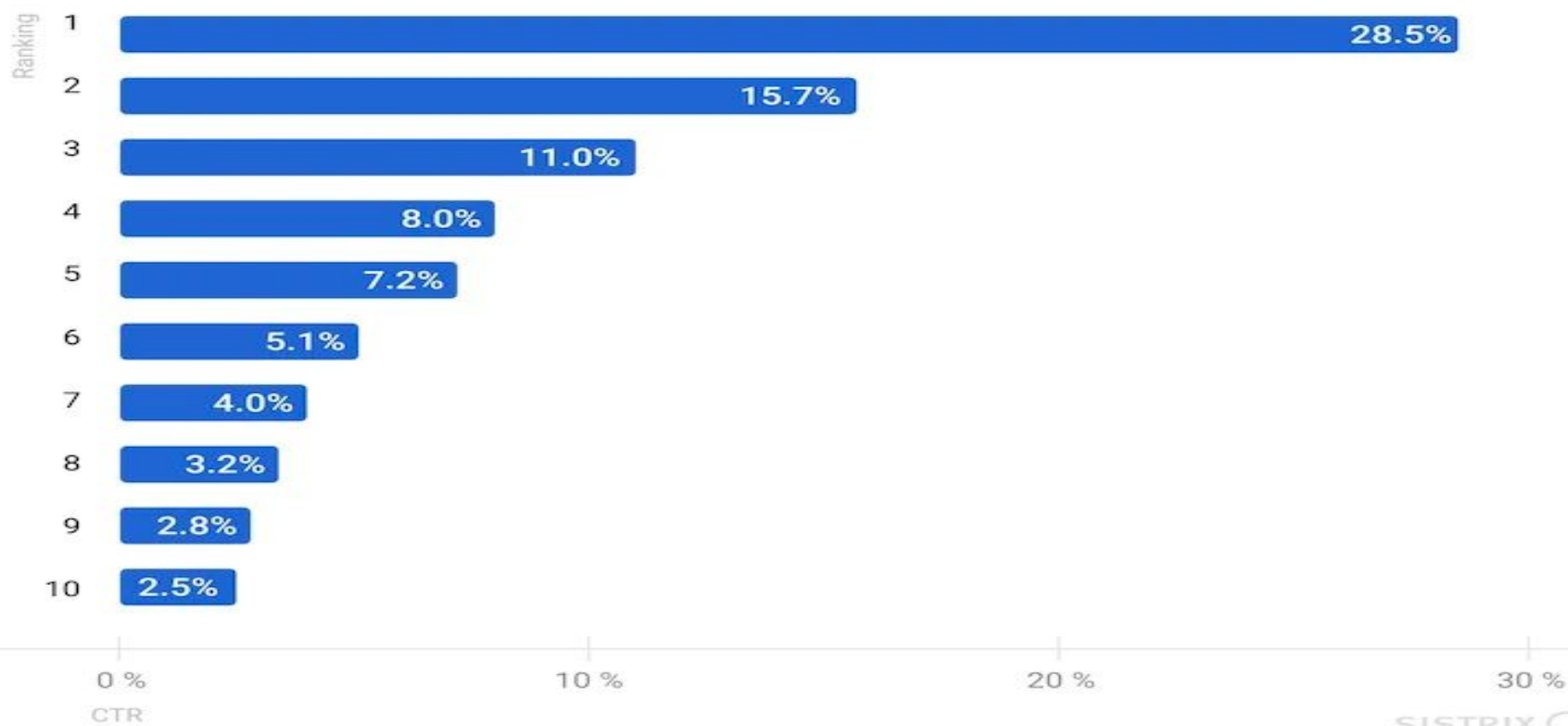
```
<!-- Meta description -->
```

```
<meta name="description" content="SEO driven development for web developers">
```





## Google CTR per ranking







# H1 Tags

**H1 tags** tell search engine bots and web users what a page is about.

The h1 tag identifies the main heading of your content. Distinct from the page title, which is displayed in search results, the h1 tag is shown only on the page itself.



# Optimized Images

Enriching your content with images but neglecting to optimize them for search is a missed opportunity to improve your on-site SEO

- File Names & Alt Tags

```

```

**N.B:-** It's essential to use descriptive alt tags to make your content accessible to visitors with visual impairments who use screen readers.



# Internal Linking

**Internal linking** is an effective way to share link equity between pages on your site. Link equity is based on the idea that links can pass value and authority from one page to another.



# SEO Friendly URLs

Your URL is the first thing Google sees about your page

SEO-friendly URLs should:

- Be descriptive and simple.
- Include a keyword to help with rankings and click-through rates.
- Use hyphens — not underscores — to separate words.
- Reflect the hierarchy of your content

<https://www.addissoftware.com/about-us> NOT [https://www.addissoftware.com/about\\_us](https://www.addissoftware.com/about_us) OR



# Mobile Friendly

Google rolled out mobile-first indexing in 2018. That means, when they crawl your site, they're using the mobile version of the content for indexing and ranking.

**If your site isn't optimized for mobile devices, it's not going to rank well in search results simple as that.**



# Page Speed

A slow loading website can hurt your Google rankings.

How to improve page speed

- Minify css
- Minify js
- Remove unused css and js
- Avoid excessive DOM



# robots.txt

The robots.txt file is a simple directive that tells search engine crawlers which pages on your site to crawl and index.

```
User-agent: *
```

```
Disallow: /wp-admin/
```

```
Allow: /wp-admin/admin-ajax.php
```

```
Sitemap: https://addissoftware.com/sitemap_index.xml
```



# Why SEO

- ❖ Increase organic traffic
- ❖ In short, SEO is crucial because it makes your website more visible, and that means more traffic and more opportunities to convert prospects into customers.





**Thank You**