

SEO

SEO Basics

Why SEO important?

- The majority of online experiences involve search.
- 68% of online experiences begin with a search engine (Source: BrightEdge)
- 53% of all website traffic comes from organic search (Source: BrightEdge)
- 93% of global traffic comes from Google search, Google Images, and Google Maps (Source: Sparktoro)
- 93% of global traffic comes from Google search, Google Images, and Google Maps (Source: Sparktoro)
- SEO, which stands for search engine optimization, is the practice of increasing the quantity and quality of traffic to a website through organic search engine results. (Source: Moz)
- Google cares about E-A-T. E-A-T stands for expertise, authoritativeness, and trustworthiness.
- SEO is ongoing and cumulative.

How Do Search Engines Rank Your Content

- improving discovery and relevance by creating lots of high-quality content on the topics you want to be known for;
- building authority by getting lots of high-quality backlinks to your website

1. DISCOVERY stage - crawling

Search engine bots discover your web page by "crawling" it – which really just means it discovers your web page and takes note of all of the content within it.

2. RELEVANCE stage - indexing

Once a search engine bot discovers your content, it decides how relevant it is to certain search queries by indexing it, based on signals like keywords within the content.

3. AUTHORITY stage - ranking

Building enough credibility through backlinks and other factors, that search engines consider your site authoritative enough to rank high in the search results. **Authority directly impacts ranking strength.**

How to Create an SEO Strategy

1. Hierarchy of Needs for SEO



SEO strategy will depend on several factors.

- How established is your business online?
- What resources do you have to dedicate to SEO?
- What industry are you in?

A healthy SEO approach balances building relevance and building authority.

Building authority is a combination of creating high-quality content and building links to it.

2. Determine goals for website and establishing KPIs

- SMART goals are specific, measurable, achievable, realistic, and time-bound.
- Key Performance Indicators (KPIs) are the critical indicators of progress toward an intended result. (Source: KPI.org)
- Important indicators to consider include:
 - Keyword ranking
 - Conversion rate
 - Bounce rate
 - Page load time
 - Backlinks built
- Example, goal is to increase organic traffic to your website, then the strategy may include:
 - creating a series of blog posts for a set of target keywords,
 - increasing your site speed by optimizing your images,
 - getting featured as a guest blogger on an authoritative website in your industry.
- Focus on the user — don't focus on "doing SEO" and checking boxes off for the sake of it

3. The 9 Most Important SEO KPIs You Should Be Tracking

1. **Customer Lifetime Value (CLV)** is a metric that measures the earnings each customer brings.
2. **Content Efficiency** is about how many content items you publish, how many content items you update and/or optimize versus how often those pages meet their goals and predicted ROI.
3. **Average engagement time** tells us the average length of time that the site had focus in the user's browser.
4. **Conversion Goals By Percent-Based Metrics**
if your traffic is increasing, the number of goals will naturally increase too.

But, if the goal conversion rate (expressed as a percentage) is dropping then maybe the organic campaign is not as efficient as it could be.

Or, on the flip side maybe traffic is decreasing but goal conversion rate is increasing because you're better focused/speaking to your target audience

5. Accurate Search Visibility KPIs

Most search ranking reports operate on the old model of 10 blue links. But, the search results are not 10 blue links anymore, they've evolved.

Traditional Rank is what SEO's are used to using, which excludes things like PPC, Knowledge Graph, and other Google assets in the SERPs.

So, compare Traditional Rank with Actual Rank, which counts everything in the SERPs that can push an organic ranking down, including PPC, Knowledge Graph, Answers, and other Google elements in the search.

This comparison tells us more about the value of each ranking and how visible a search position really is to a searcher.

6. Brand Visibility In Search KPIs

A brand's over-all representation in a search result, that includes how much of the SERP is dominated by brand assets, including content on the main site, and also other content, such as social media profiles and posts, YouTube videos, images, Knowledge Graph results, and everything else that could be a good representation of the brand, and help drive sales and awareness.

7. New And Returning Users As KPIs - attain a better view of which users are most valuable, and why.

Google Analytics, Google Search Console, and Bing Webmaster Tools can give us relatively good event metrics representing page value in relation to those conversion points.

Returning users tend to convert at a far higher rate than new users, even though new users tend to heavily outweigh returning users.

8. Average Time On Site – A Caveat: measure the engagement success or lack of success of website content.

The average time on site can be a little misleading because if they don't exclude bounces the data is terrible.

9. Revenue Per Thousand (RPM) And Average Position: a keyword ranking metric provided by Google Search Console.

Revenue Per Thousand (RPM)

To calculate how valuable your traffic is, particularly for ad-supported websites

Revenue per 1,000 impressions (RPM) represents the estimated earnings you'd accrue for every 1,000 impressions you receive.

RPM doesn't represent how much you have actually earned; rather, it's calculated by dividing your estimated earnings by the number of page views, impressions, or queries you received, then multiplying by 1,000.

Some high traffic keywords don't have a sales-related intent and this can be reflected in a lower RPM metric.

Average Position: a Google Search Console metric

The first step is to match the low-performing keywords to webpages to see if maybe the page needs an additional paragraph to expand on a topic or maybe a new webpage is necessary.

If Google thinks your website is relevant for a certain keyword but not relevant enough to show it on page one of the search results, then that may be a sign that your website already has one toe on page one of the SERPs for that keyword.

Keywords listed at the bottom of the average position report can be an inspiration for new ideas for growing search visibility.

Measure Your Website's SEO Authority

- **Measuring authority boils down to assessing the VOLUME and QUALITY of the backlinks you have to your website.**
- **Backlink profile** is a list of all the sites currently linking back to your site, which also takes into account HOW they're linking to your site, and which pages they're linking to.
- Tool: Moz, SEMrush, Majestic, and Ahrefs.

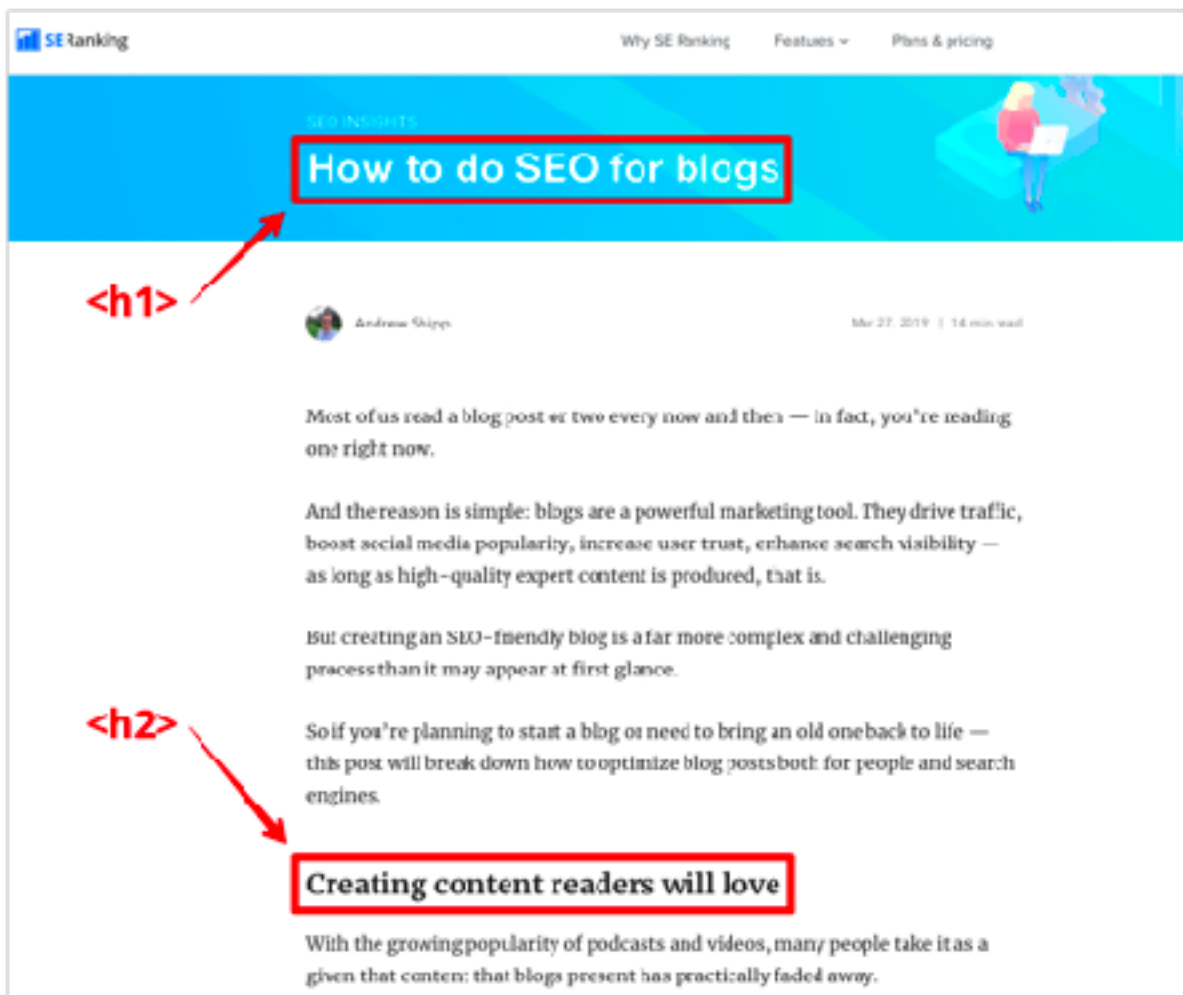
On Page and Technical SEO

Optimise Content for SEO

- On-page SEO is the process of optimising various front-end and back-end components of your website so that it ranks in search engines and brings in new traffic.
- On-page SEO: the tweaks and changes you make to optimise your website can be seen by visitors on your page,
- Off-page and technical SEO elements aren't always visible.
- The most basic signal that information is relevant is when **a webpage contains the same keywords as your search query**. If those keywords appear on the page, or if they appear in the headings or body of the text, the information is more likely to be relevant.
- Focus your efforts on optimising for just **one keyword or key phrase per page**
- Three elements of on-page SEO: Heading tags, Title tags, External links
- An HTML element that provides a hierarchical structure to a web page.
- Use headings to add structure to your content

Best Practices for Page Headings

1. Your page title should have an **H1 tag**. Heading tags have levels corresponding to their importance on the page. Use your primary keyword in your page title.
2. Subsequent headings on the page should have an **H2 or H3 tag**, and so on.



3. Use your primary keyword in your page title.

2. Title tag

- An HTML element that specifies a web page's title (also known as the "SEO title")

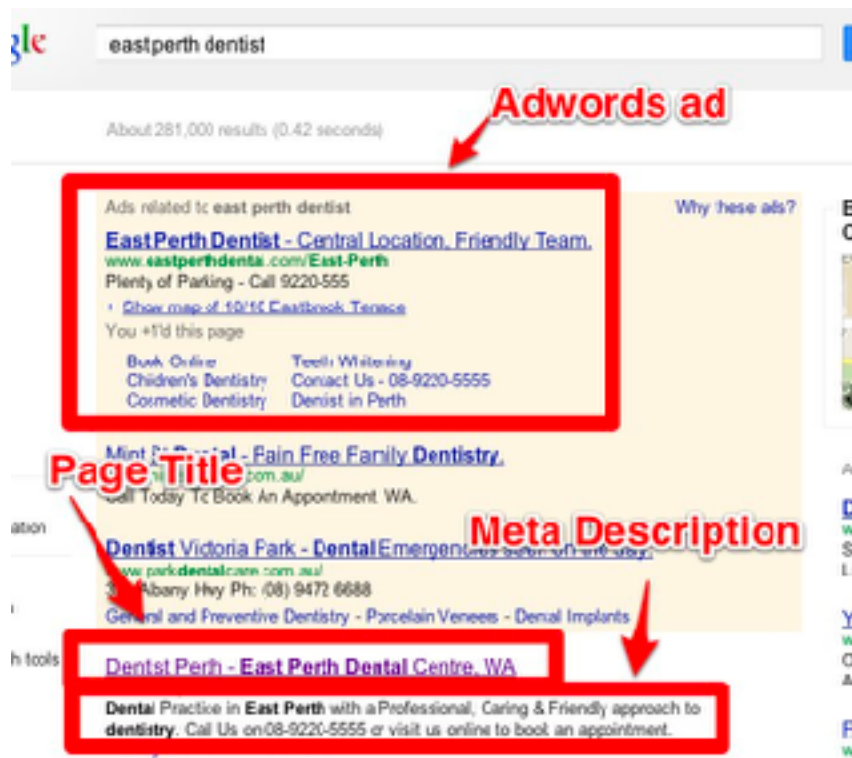
Difference between heading tag and title tag:

- Heading tag is meant for people who *are already on your site* to tell them what a given page is about.
- Title tag is meant for people who aren't yet on your website. It's *what displayed in the search engine results pages (or SERPs)*, and its purpose is to entice people to click through onto your website.

- If your page heading is very long, it may benefit you to write a shorter version for your title. This is because after a certain number of characters (about 60), your title will get cut off in Google. *Moz's Title Tag Preview tool lets you preview how your title will appear in SERPs and whether it might get cut off.*

Include your primary keyword in title tag.

- Keep your **title under 60 characters**, if possible.



- Make sure both your page heading and title answer the searcher's primary question.

3. Include external links on pages

When you link to quality external content, it shows readers and search engines that you've done your research.

Tools to Help Optimise Your Content

These tools offer suggestions to improve your content as you write it:

- Yoast SEO plugin for WordPress
- Built-in SEO Wiz in Wix
- Optimisations in HubSpot page and blog editor

Allowing Google to Index Your Pages

Search engines have 3 primary functions

- Crawl, or search webpages and look over the code and content for each URL.
- Index, or store and organise the information it finds from crawling.
- Rank, which allows search engines to provide the pieces of content that best match a person's search query.

1. In the search engine, type "site:yourdomain.com" replacing the domain with your own.
2. A sitemap is a file of code that lives on your web server and lists all of the relevant URLs your website is carrying. XML sitemaps are designed specifically for search engines like Google.

An XML sitemap includes 4 key elements:

- The URL location is the full URL to the webpage.
- The last modified date is when the page was last updated.
- Change frequency can be set to: Never, Yearly, Monthly, Weekly, Daily, Hourly, or Always.
- Page priority is a number between zero and one which indicates the relative priority of pages within your website.

Set up a sitemap:

- Marketing: defining the structure of the site
- Development: build an XML sitemap file based on the website's structure
- IT: sitemap lives on a server
- Legal: Legal will make sure the site doesn't have outstanding copyright restrictions

Screaming Frog

- first download the company's SEO web crawler, which is free for crawling your first 500 URLs
- create an XML sitemap from it including every webpage that scores a "200" in the initial crawl

Once you've planned out how your website will be organised, you'll

- create the XML sitemap,
- put it on your web server,
- submit it to each individual search engine.

Submit onto Google Search Console:

sitemap tag is "sitemap.xml," add it to the end of the domain name. For example, if the domain is www.yourcompany.com, you'll tag it like this: www.yourcompany.com/sitemap.xml.

To index your content the fastest way possible, you should resubmit your sitemap after publishing a new page.

Writing and Editing Meta Descriptions

- **A meta description** is an HTML attribute that provides a brief summary of a webpage. This brief snippet of text that appears **below** the blue link in a search engine result.

1. A meta description increases clickthrough rates and visits from organic search.

An advanced search allows people to specify or exclude terms in the search results.

- In explicit phrase, you use quotes (" ") around the word that you want to appear.
- To exclude words, add a minus sign(-) before the word that you want to exclude.
- You can also add OR in all caps to view results for multiple search terms.

2. A meta description gives the right people the right information at the right time.

3. A meta description increases visits from social.

Social networks like Facebook use what's called an "open graph" to present the most important data on your webpage when you share it with your followers. The open graph includes a meta description.

- **Write compelling content.**

- **Include one or two keywords.**

Brand Name | Major Product Category | Minor Product Category | Name of Product

- **Aim for 155–160 characters as a benchmark.**

- **Avoid non-alphanumeric characters.**

Avoid using special characters like plus signs (+) and em-dashes (-) in your meta descriptions.

Writing Descriptive Link Text

A link description is the clickable word or words in a hyperlink.

Generic words like "click here" or "learn more" is not an effective link description.

Best practices:

- Stay on topic. Don't use text that has no relation to the page's content.
- Don't use the page's URL as the link description, unless you have a good reason to do so, such as referencing a site's new address.
- Keep descriptions concise. Aim for a few words or a short phrase.
- Format links so that they're easy to spot.

Example of link descriptions and the page's HTML



Internal Linking

Any link from one page on your website to another page on your website.

When used strategically, internal links can significantly boost a site's performance in search engines.

Google uses internal links to discover your new site content.

The right internal links help Google learn the following about your page:

- Relevance
- Relationship to your other pages
- Value

How to determine which pages should link to each other?

- By grouping the pages of your site into topic clusters. In a topic cluster strategy, you arrange your website architecture by grouping content around specific topics related to your business.

Pro Tip: Audit Your Site's Internal Links You can use a tool like Ahrefs Site Audit to scan your website for broken links that need fixing and find any orphan pages that no other pages link to. You can use tools to help bolster your internal linking strategy.

- add a "related posts" section to your blog.

URL Structure

A URL (Uniform Resource Locator) specifies the location of a resource on the web.

What do a URL's elements mean?



•The **protocol** indicates how a browser should retrieve information about a web page. The standard is "http" or "https" (the S stands for "secure"). You might also have seen "mailto:" which opens the user's default mail client.

- The **subdomain**, which help organise different sections of your website. You don't always need a subdomain. The most standard subdomain is "www." You might also see subdomains like "blog" or "store" or "help", but a subdomain can be almost anything.
- The **domain name**. This is the human-readable version of a website's location on the Internet. Your domain name should be the same as your business name if you're running a business website.
- The **top level domain or TLD**. This is the suffix that appears at the end of your domain name. The most common is ".com" but you'll see hundreds of other options, including

".net," ".org," ".edu," and so on. The domain name and top-level domain together form the root domain.

- The **Path**. This refers to where an asset, such as a page, a blog post, or a file, is stored on a website. It can also include organisational elements of your website such as subfolders or dates. Not all URLs will have a path. Your homepage is an example of a URL without one.

The Impact of URLs on SEO URLs affect SEO in a few ways:

- They improve the user experience.
- They're a ranking factor in search engines.
- They help users and search engines understand what your content is about.

Best Practices for Writing URLs

- Include your primary keyword.
- Use hyphens between words.
- Keep them short and simple.
- Describe the page contents.
- Make sure they're descriptive.
- Include your target keyword in your URL.

Technical SEO Basics

The practice of improving technical aspects of a website to help search engines crawl and index it more effectively.

Basic Technical SEO Elements You should consider these:

- Robots.txt
- Canonicalization
- Protocols
- Redirect codes
- Site speed

1. robots.txt: A text file that instructs search engine bots on how to crawl a website's pages.

Common examples are customer profiles, staging sites, internal search results, certain files like images or PDFs, or duplicate content. This is content that you wouldn't want to appear in search engine results.

Basic Format of Robots.txt

- User-agent: [user-agent name]
- Disallow: [URL string not to be crawled]

2. A canonical tag: An HTML element search engines use to handle duplicate content.

An example:

```
<link rel="canonical"href="http://www.example.com">
```

- If you've published the same content in multiple locations, a canonical tag signals to search engines which version is preferred and should appear in search results.
- "example.com" and "www.example.com" are different

Follow these canonicalisation best practices:

- Use self-referential canonical tags.

If URLs A, B, and C are duplicates, and version A is the one you want to drive traffic to, you can put the canonical tag pointing to A on URL A.

- Canonicalise your website's homepage.
- Audit your canonical tags.

Check by inspecting the web page in your browser: simply right-click on the page and select "View source."

3. Protocols: A URL's protocol indicates how a browser should retrieve information about the web page.

- The standard protocols you'll see for websites are "http" and "https." HTTP stands for Hypertext Transfer Protocol, and HTTPS adds "Secure."

- " HTTPS is secure because it's encrypted, which is especially important when users are submitting sensitive data such as logging into an account using their email and password or submitting credit card information on an ecommerce site.
- All websites should use HTTPS, not only for data security but for user experience.
- Google Chrome, will mark websites without HTTPS as "not secure"

SSL, which stands for Secure Sockets Layer, is what allows you to create that secure, encrypted experience. There's also TLS, which stands for Transport Layer Security. This is an evolution of SSL, though the two are sometimes used interchangeably. For most websites, SSL is just fine, but if you're in a regulated industry like finance or healthcare, you should consult your IT team to see what's best for your organization.

SSL Certificate To ensure your site is served securely over HTTPS, make sure your website has a valid SSL certificate. HubSpot provides SSL certificates for all CMS Hub customers.

If you use WordPress, several WordPress hosting companies offer free SSL certificates as well. If you use a different CMS, you can purchase an SSL certificate from your domain registrar. Or, if you're able to code or have a developer to help you, you can get a free certificate from LetsEncrypt.org.

4. A redirect: A way to send users and search engines to a different URL from the one originally requested.

The most common redirect codes are:

- 301, or "Moved Permanently" : A 301 redirect is a **permanent** redirect from one URL to another. Use this redirect when you're replacing an old page with a new one, when you want to permanently change the URL of a page, or when you're migrating to a new domain.
- 302, or "Moved Temporarily: use when a page is under construction.

5. Site speed

Tool: Google's PageSpeed Insights

Practices:

1. optimising images

- make sure you're uploading images at the exact dimensions you're going to display them
- compressing the images

6. Mobile Optimisation

Tool: Google's Mobile-Friendly Test

The biggest factors in mobile user experience are site speed and responsive design.

What is responsive design?

The method of designing web pages that appear optimally on all devices. Responsive design will automatically reformat your website for all screen sizes.

Be aware of pop-ups on mobile

Resizing and Compressing Images

- Resize Tool: Canva, Photoshop
- Compress: tinyPNG

Keyword Research for SEO

building topical relevancy

- keyword research: The process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose.
- **Head terms** (or fat head) are usually single-word keywords with lots of search volume and competition (e.g. marketing, insurance).

- **Search volume** refers to the number of times a particular keyword is entered into a search engine per month.
- **Body keywords** (or chunky middle) are 2-3 word phrases with decent search volume, but slightly more specific than head terms and with slightly less competition (e.g. marketing automation, car insurance).
- **Long tail keywords** make up the majority of searches online. "Long tail" actually refers to the long tail of the demand curve, not the number of words in the search query. E.g "How often should you apply sunscreen".

Why Are Topic Clusters Important

Create targeted clusters of relevant content that each cover a specific topic in depth. These targeted clusters then need to lead to a centralised hub, known as a pillar page.

A pillar page (also known as a content pillar or power page) is a website page that covers a specific topic in depth and is linked to a cluster of related content.

How to do keywords research

Step 1: Understand your customers and their goals

Buyer persona: A semi-fictional representation of your ideal customer based on real data and some educated speculation about demographics, behaviours, motivations, and goals.

Step 2: Decide which topics you want to be known for.

Start by making a list of all the important, relevant topics based on what you know about your business.

Step 3: Find out what terms people are searching for online.

Keyword research tools

"Searches related to" and auto suggestions in Google.

Other recommended tools are Google Keyword Planner, Moz Keyword Explorer, and Answer the Public.

Keyword research extensions

Install Chrome extensions like Keyword Surfer and KeywordsEverywhere to get keyword ideas while you're browsing Google.

Step 4: Note search volume and competition.

Take note of the monthly search volume and competition for each keyword.

Focus on keywords that will give you the best ROI based on your particular situation and how authoritative your website already is.

Check for trending keywords.

Use Google Trends to see whether the search volume for your chosen keyword is going up or down.

Run competitive analyses with Moz, Ahrefs, or SEMrush

Step 5: Organise your keywords into topic clusters.

Topic clusters are a method of structuring your content for both users and search engines.

Step 6: Prioritise which topic cluster you're going to focus on first.

Buyer's journey: The active research process someone goes through leading up to a purchase.

Link Building for SEO: Scaling Your Backlink Strategy

- Google measures primarily through backlinks.
- Backlinks: A signal to Google that your site is a high-quality resource that people want to reference.

Backlink quantity and quality lead to higher ranking.

More backlinks + higher quality backlinks = higher ranking in search

Increase quality backlinks to improve ranking.

- Link Building: The process of manually encouraging people to link to your website from theirs.
- Informational content (e.g. blog posts) is more organically linked to.
- The key to effective link building is to complement creating great content with manually building links.

How Many Links Does Your Content Need to Rank on Page One?

To rank high, you need as many links as other ranked results.

Calculate a baseline target for how many links you'll need on a given web page.

1. Choose a broad topic that you want to be known for.
2. Plug that topic into Google and run a search.
3. Run the URLs for the top 10 results through a link-checking tool (Moz's Open Site Explorer)
4. Calculate the average number of root domains linking to these sites.

Relationships Are the Key to Link Building at Scale

Tuesday, 21 June 2022

The only way to scale low-risk, low-reward link building tactics is by building lasting relationships.

Freelance journalists are great resources for link building.

Relationship building should always start with you delivering value to the person you want a link from.

Scale Link Building Using Press Request Alerts

Working with big publications and influencers can offer high-quality links and help you reach new audiences.

Build relationships with journalists through press request alerts.

Media outlet: [Metro](#) (Review products)
Media outlet website: www.metro.co.uk
Freelance journalist: [REDACTED]
Media type: National newspaper / Current affairs
Deadline for leads: 14 Sep 2015 16:00

Enquiry Short Summary
Affordable Luxury

Query
Hi,

I'm doing a buying guide on affordable luxury - if you have any products that fit the bill please send over a pic and description!

Also, any interior designers or experts happy to talk about it too, I have space for a 'Masterclass' sidebox.

Thanks, [REDACTED]

How To Reply

Email: [REDACTED]

Twitter: [REDACTED]

Pro Tip:

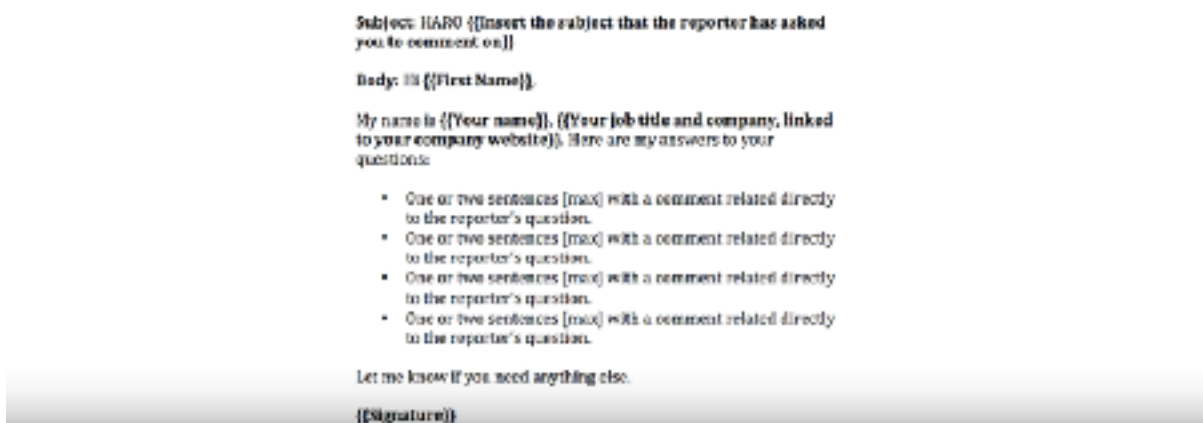
Use your email client's filters to surface the requests that have specific keywords and phrases that are relevant to you.

But if you use your email client's filters, you can surface the requests that have specific keywords and phrases that are relevant to you, and file them into a separate folder that you can go through regularly every day.

1. Sign up for one press request alert service only to start.
2. Browse these requests without responding for 1–2 weeks.

3. Make a list of thought leaders in your organisation who might offer quotes on relevant topics.
4. Email them asking for quotes across those topics.

Here is an example of an effective press request alert response.



Press request alerts are great for getting quality backlinks from high-authority websites.

Optimising Your Website for Rich Results

SERPs (Search Engines Results Pages) are Google's response to a user's search query.

SERPs can include:

- Organic results
- Paid ads
- Featured snippets
- Knowledge graphs
- Rich results
-

What are rich results?

Visually enhanced search results that provide supplemental information to the title, URL, and meta description of a web page.

Rich results can only appear for pages with certain types of information.

Common rich results to optimise for include:

- **Image packs:** Include a descriptive file name for your image and detailed alt text image URL is readable, optimise your image's size, and include a title attribute.
- **Local packs:** three physical locations that Google deems most relevant to the search query. "Google My Business" profile.
- **Reviews:** Review stars and ratings data can be displayed for products, recipes, and other relevant items.
- **Recipes:** a carousel of recipes is displayed including rating information and ingredients.
- **Site links:** When someone searches for an exact domain, Google can display an expanded list of up to 10 site links.

Structured Data

- **Structured data:** A standardised format for providing information about a page and classifying the page content (Source: Google).
- Structured data is a markup language.
- A markup language is computer code that can be written, read, and understood by humans. *HTML is an example of a common markup language that most marketers have at least some familiarity with.*
- Like HTML, structured data communicates content in an organised way so that search engines can display that content in an attractive manner in SERPs.

The way in which these results are visually displayed are called "rich results" or "rich snippets."

The primary source of structured data markup is Schema.org.

Google supports adding schema markup using a few different formats. The recommended format is called JSON-LD. JSON-LD is a script that can be placed within a web page to communicate structured data to search engines.

Three Ways to Implement Structured Data

- Work with a developer
- Use a plugin
- Add it manually

Steps to add structured data to a page:

1. In the head HTML of your web page, add a script element set to JSON-LD.
2. Inside the script element, tell Google you're using Schema.org structured data.
3. Based on the type of content you're describing, tell Google which kind of structured data you're using.
4. Add all the required and recommended properties to give Google more information about the content being described.

Make sure to test your page by using **Google's Rich Results Test** and **Structured Data Testing Tool**.

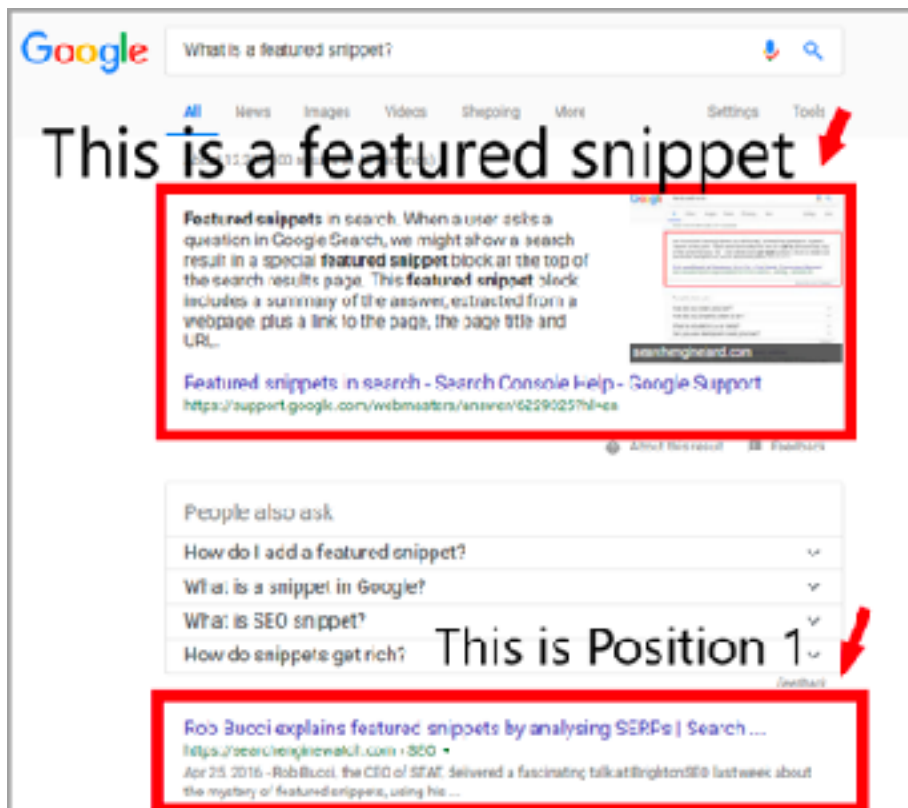
Using Google's structured data testing tool, make sure you've included the correct properties and you don't have any errors.

You can either enter a code snippet if your page is still in progress or provide a URL for a published page. Google's Rich Results Test tool will tell you if you've included all the necessary information to make your page eligible for rich results. You can also use either a code snippet or URL for this test. One helpful feature of this tool is that it allows you to preview how your page will appear in search results.

Optimising Featured Snippets

A featured snippet: is a summary of an answer to a user's query, which is displayed on top of Google search results. It's extracted from a webpage and includes the page's title and URL.

content that ISN'T in the #1 spot to actually appear ABOVE the #1 spot



- featured snippets show up for a lot of the terms your target customers are searching for
- **featured snippets often show up first for voice search results.** In fact, 71% of search queries that triggered featured snippets on desktop led to the featured snippet result showing up first in voice search results. This is important because voice searches could become 50% of all mobile searches by 2020, a prediction reported by both Google and Bing.
- Search is evolving, and the **featured snippet feature is now taking significant organic search traffic on desktop**, mobile, and voice search. As your customer adapts, so should you.

Optimise your own blog content for Google's featured snippet?

1. use Google Search Console to figure out whether any of your current blog posts rank in positions 1-5 for any significant keywords. Make a list of these high-ranking posts along with the keywords they rank for.

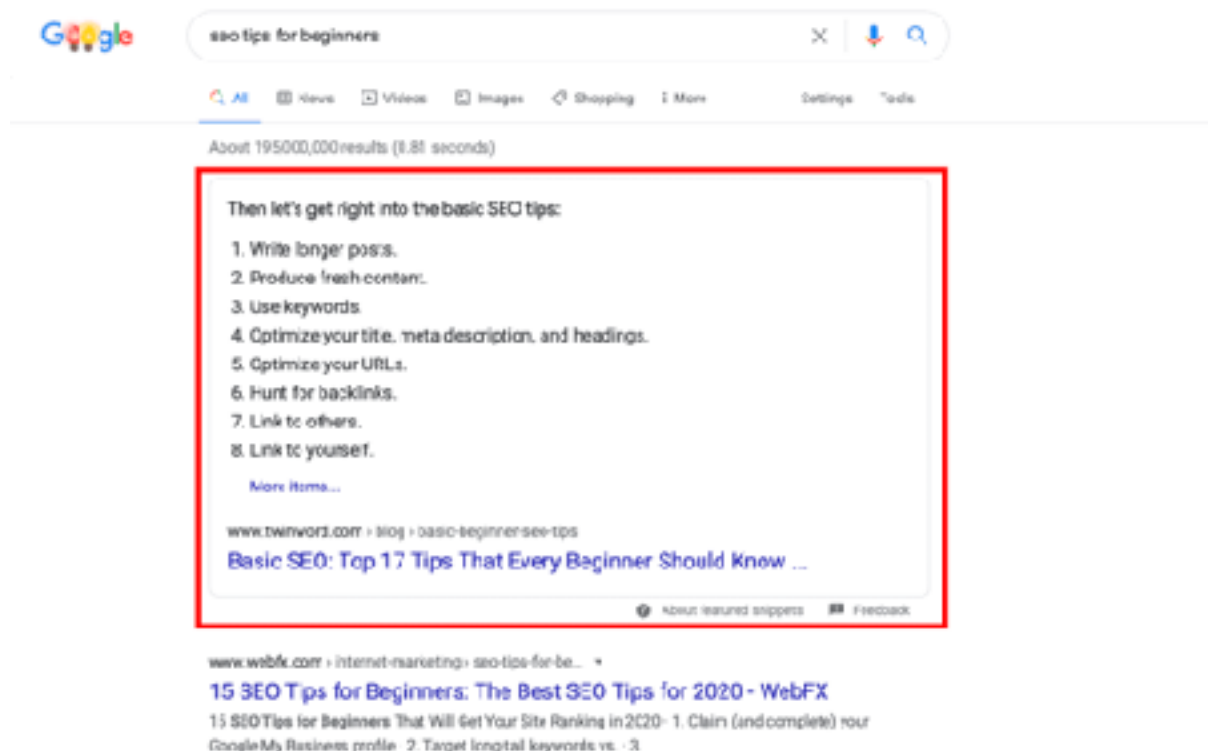
2. open up a new incognito window in your browser and search for that keyword to see if Google serves up a featured snippet in search results.

3. FORMAT is the most important factor here.

- **LIST-BASED** format

- add a short list version of your larger blog post at the top of the page to make it even easier for Google to identify it for a snippet.

- List 7 steps or fewer

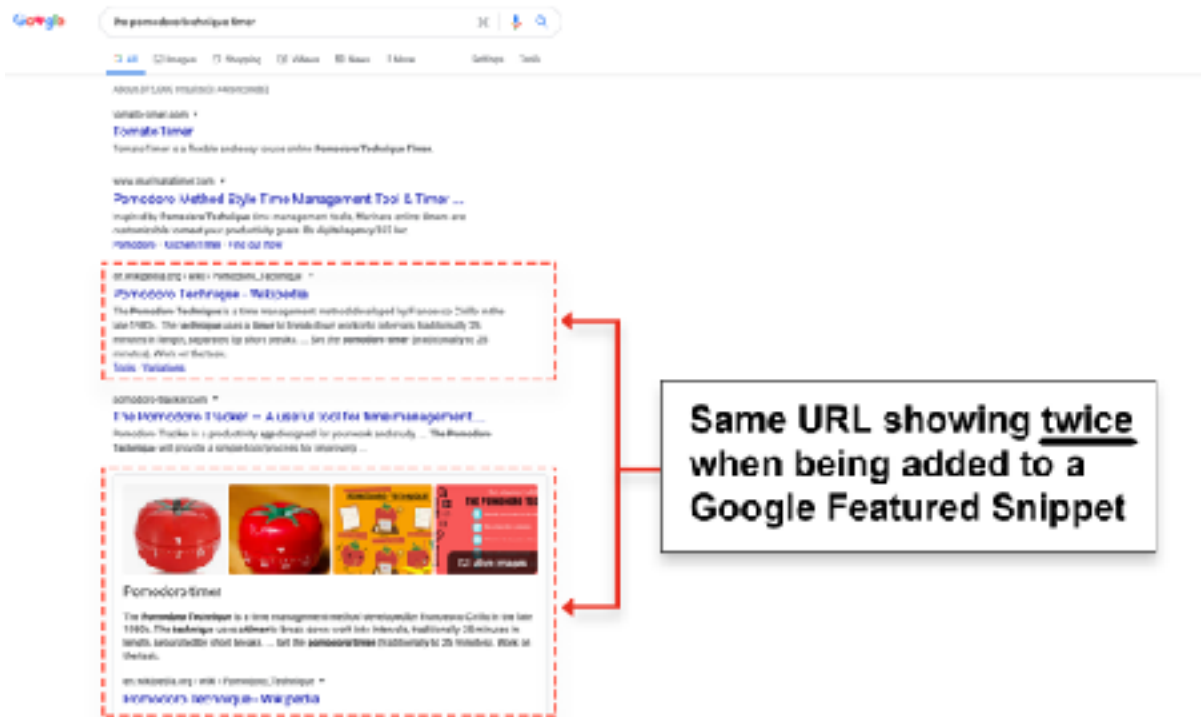


- **PARAGRAPH** format

- Write a short answer to your target query and put it in a module above the rest of your post.

4. submit the URLs to Google to be re-crawled.

5. Measure the results by the number of clicks from the results page, the change in click-through rate, and the impact on the blog post's organic traffic. Track your new snippets *every day for around four weeks* to account for appearances, disappearances, and content switching.



SEO Reporting

If you change too many things on your site at once, it could adversely affect your search engine rank.

- use Google Search Console to check your search performance and rank for a keyword or page.
- use Google Analytics to track organic traffic to a page. You can also track how people interact with your site: how long they stay on your website, how they engage with your pages, and so on.
- Moz, Ahrefs, or SEMrush

Domain authority is the software company Moz's proprietary metric.

Create Your SEO Reports

Google Search Console is a great resource to learn about your website's performance in Google's search results pages.

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- Performance tab
- Queries: clicks and impressions your site received for certain search terms. This is useful data to have when figuring out which pages you should optimize and which keywords you should create content for
- submit your sitemap

Google Analytics: analyse the organic traffic