



Scoping document

SEO Guidance

Name of Presenter	Nadeen Abu Al Shaikh
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Purpose

The goal is to obtain better conversions, spend more time clicking on different pages, and spend at least 3 minutes on your site. Therefore, every tactic should somehow relate to improving UX (User Experience). That is what SEO is all about in 2022.

The tricky part about SEO is its fluidity. Google updates its algorithm 500-600 times a year. That means there is at least one update every single day of the year.



Together we are going to explore what to keep in mind and what to keep behind!



Website Analysis

-Understand Your Site's Core Web Vitals

So what are core web vitals? Google defines them as a set of metrics that measure speed, responsiveness and visual stability. Under the umbrella of "Page Experience Signals"

Page Experience Signals	
Core Web Vitals	<p>The page provides a good user experience, focusing on the aspects of loading, interactivity, and visual stability:</p> <p>Largest Contentful Paint (LCP): Measures loading performance. To provide a good user experience, strive to have LCP occur within the first 2.5 seconds of the page starting to load.</p> <p>First Input Delay (FID): Measures interactivity. To provide a good user experience, strive to have an FID of less than 100 milliseconds.</p> <p>Cumulative Layout Shift (CLS): Measures visual stability. To provide a good user experience, strive to have a CLS score of less than 0.1.</p> <p>Here are some tools that can help you measure and monitor Core Web Vitals.</p>
Mobile-Friendly	<p>Check if your page is mobile-friendly with the Mobile-Friendly Test.</p> <p>For desktop, this signal isn't applicable. When a site has separate desktop and mobile URLs with an appropriate configuration, the desktop signal is based on the URLs that desktop users see.</p>
HTTPS	<p>The page is served over HTTPS. Check if your site's connection is secure. If the page isn't served over HTTPS, learn how to secure your site with HTTPS.</p>
No Intrusive interstitials	<p>The content on the page is easily accessible to the</p>



user. Learn how [interstitials can make content less accessible](#).

Mind below

Extra Notes

Please note: If you either plan to add a popup immediately after the user navigates to a page from the search results, or while they are looking through the page. Avoid **intrusive interstitials**, which blocks the user from accessing the content easily!



How to measure LCP (Click on the arrow to the left to show the links)

LCP can be measured [in the lab](#) or [in the field](#) and it's available in the following tools:

Field tools

- [Chrome User Experience Report](#)
- [PageSpeed Insights](#)
- [Search Console \(Core Web Vitals report\)](#)
- [web-vitals JavaScript library](#)

Lab tools

- [Chrome DevTools](#)
- [Lighthouse](#)
- [WebPageTest](#)



-Website ownership Verification

- Verification is the process of **proving** that you own the property that you **claim** to own.
- Search Console needs to verify ownership because verified owners have access to **sensitive** Google Search data for a site, and can **affect** a site's presence and behavior on Google Search and other Google properties.

WHY? You make it known to search engines - Google in particular - that your site **Exists**. Moreover, as long your website is not verified, you're not **visible** yet!

What are the consequences of not getting the verification?

1. It may take some time for the search engine to get to your pages, if at all.
2. If your pages are not indexed, your website will not get into the relevant search results lists.
3. Therefore, your chances of attracting organic traffic and generating leads from search engine marketing are pretty slim.
4. you are also at risk of managing your website without sufficient data to support your campaigns

Not to mention the valuable tools you will have **access** for and some of them are must to get for better performance and results as the below list are showing:

- [Google Search Console](#)
- [PageSpeed Insights](#)
- [Lighthouse](#)
- [Chrome DevTools](#)
- [Chrome UX Report](#)
- [Web Vitals Extension](#)

To follow the steps on how to verify your website, please [Watch here](#)

-Now the Sitemap

After obtaining your ownership verification, you need to create your sitemap. Why?

- A Sitemap is a **file** where you provide information about the pages, videos, and other files on your site, and the **relationships** between them.



- Search engines like Google read this file to **crawl** your site more efficiently. A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files. For example, when the page was last updated and any alternate language versions of the page.

Below are seven benefits of using Google sitemaps that you cannot afford to ignore.

- **Content Modification**
- **Efficient Crawling**
- **Content Categorization**
- **Get Discovered**
- **Save Time**
- **Free service**
- **Learn About Your Visitors**

To Learn more how to create a site map watch [here](#) please (Minute12:50)

Content Analysis

This might seem somewhat obvious, but sometimes marketers get too caught up in the details of their on page SEO, and neglect to focus on creating new quality content for searchers. Keep in mind that over [4.4 million blog posts](#) are published every day. Therefore, if you're not producing new content on a regular basis, it's pretty easy to fall behind. OR you can simply:

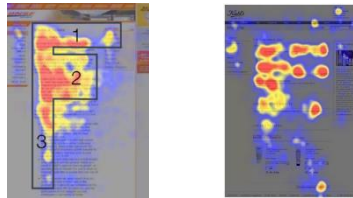
- Update the content by adding **seasonal** keywords since **freshness** is a ranking factor in and of itself.
- Embed recent users' queries and any new **long tail** keyword you may find useful.
- Always add an H1 in the beginning of each page so a heading will enhance the **crawling** process.
- Keep in mind: Excluding (**negative** keywords) is equally important if not more than positive (intended) keywords.
- Images make up [21% of a total webpage's weight](#), which means even just one **large** image can **slow** down a fast site. [Squoosh](#) is an easy and free tool you can use to quickly compress your images.

Keywords

- [According to SEMrush](#), the longer words in a search query, the higher chance it will return a featured snippet.
- SEM Rush found question words, "why", "do" and "can" return the most **featured snippets**, whereas the word "where" triggered the least amount of featured snippets.
- Your keywords should **motivate** users to take actions whether in H1 or within a paragraph.



- Always go with long-tail keywords not the short tail (Long=less competition, better conversions).
- Ask for **one thing** It is not laziness that stops users from doing something on your site, but confusion. **Clear and direct messaging.**
- **F shape any content** studies have shown that most users are used to looking at a page by scanning it down in an F shape "Eye tracking".



Do check-ups from time to time and optimize through this link [Internal Link Checker: Find internal links in a website easy \(sitechecker.pro\)](https://www.sitechecker.pro/)

Any content you write should be created with user intent in mind

Think back-wards: Your site is the answer, so what is the question?